

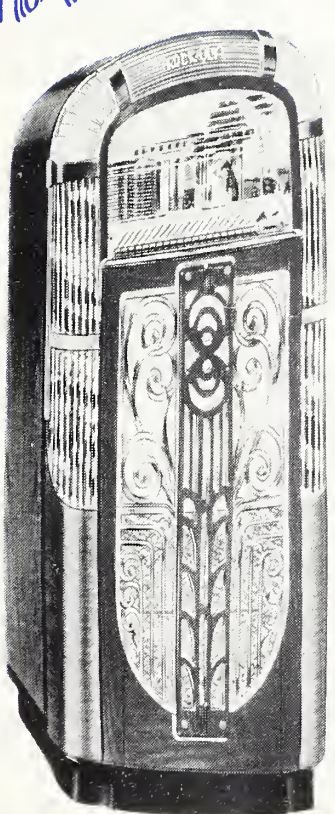
THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

Vol. 8, No. 19
CONVENTION
SPECIAL

Talk of the Town!

ROCK-OLA



MODEL-1422
ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVE. • CHICAGO 51, ILL.

WALL BOX
MODEL-1530



AMI

What You Can't See In the AMI Display

In our big exhibit at the Coin Machine Show, you'll see the newest and finest automatic music products. You'll see the simple, single AMI mechanism which plays both sides of twenty records to give forty selections. This mechanism has altered the whole course of music operating, and given the American people a new and mighty appreciation of modern phonograph entertainment. We want you to see our display, to talk shop with us, to know all AMI products and AMI people better. We'll have plenty for you to see!

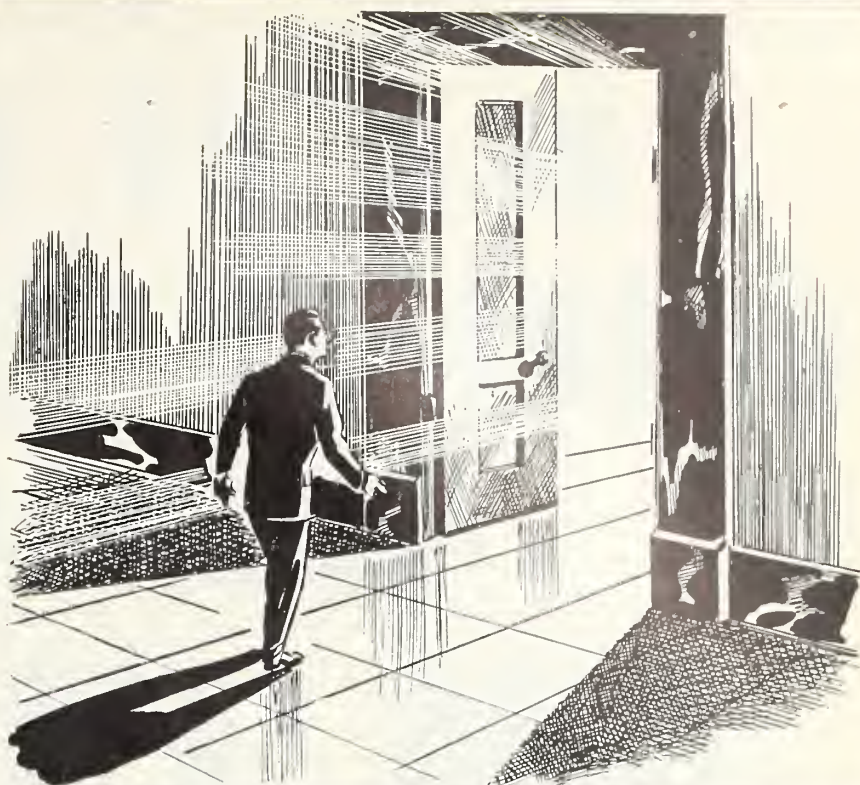
But what you won't be able to see in our display are the things that count the most: the ingenuity of our inventors; the skill of our engineers; our careful policies of planning, manufacturing, inspecting; the countless helps and benefits of our sales and service departments. Most of all, we want you to know about the PROFITS that the AMI Phonograph earns. Profits are something which you can't see at a Convention, but which mean everything to you; and the year just past has presented to the whole world irrefutable evidence that the AMI MAKES MORE MONEY. We have more than an exhibit for you to visit and study: we have the simple answer to your demand for bigger music profits.

AMI

***The Coin Operated Phonograph
That Plays Both Sides of Twenty Records
To Give Forty Selections***

Tomorrow Begins Today

By Bill Gersh



"COINTOONS"

This is tomorrow—today!

With the opening of this 14th Annual Convention and Exhibition of Coin Machine Industries, Inc.—tomorrow—is being presented—today.

This is what every coinman worked and waited for all during the war years.

This is the day coinmen looked forward to—while enduring gas rationing, lack of parts, lack of help, lack of almost everything, but, just keeping going thru the darkest wartime period and hoping for the day when once again a convention would be called, new machines would be presented, meetings would be held—and optimism would once again swing on high.

Every coin machine man and woman in the nation has looked forth to this first post-war "Big Show". With a sudden buyer's recession which has hurt all business—these men and women of the coin machine field knew they must have new equipment to stimulate the public to ever greater appreciation of their industry. Therefore, this is the beginning of tomorrow—the opening of this show on February 3, 1947.

Many recall the days when fear that no further shipments of coin machines would be allowed as more and more war products rolled over the transport system of the nation. Many also recall the sudden entrance of OPA into the coin machine scene. All will remember how gas and tire rationing hurt servicing and how operations were pulled in closer together so that too many miles wouldn't have to be covered.

This industry, from manufacturer to operator, covered itself with great glory during the war. Manufacturers won "E" Awards from Army and Navy. Operators donated time, effort and money, as well as machines and help to the armed services. Distributors and jobbers carried on thru all difficulties to somehow bring machines, parts and supplies to continue a solid and strong nucleus on which could be built a greater, more prosperous, more outstanding coin machine business. All this, with optimistic outlook—for tomorrow—the first post-war convention—opening—today.

Many will also recall how *The Cash Box* came into being during the war period when others decided to close shop. When the trade agreed that it needed a confidential medium which would maintain its business within itself and which would be able to reach coinmen as their very own medium for an interchange of ideas and views and news among themselves.

It was *The Cash Box* that called the leaders of the trade together into the First Wartime Conference at the Waldorf-Astoria Hotel in New York to discuss the problems presented by the new OPA regulation drawn up for this industry.

And, to meet with the great demand of the members of this industry, *The Cash Box* again called the trade together at the Second Wartime Conference in the Morrison Hotel in Chicago. Here men met with each other for the first time in years. Talked over their business. Made deals. Went away confident and happy and sure of themselves.

All looked forward to tomorrow. Now—tomorrow is here. The new products which the manufacturers will present at this convention will open the path for great growth of the industry—which has long been its due. Many want to enter the field and are simply held back by lack of production. But, should production of coin operated equipment return to normal—the membership of this business is bound to zoom to a new and greater height.

This, then, with the opening of this 14th Annual Convention, is tomorrow. It is the glimpse into the promise of the future. It is the opening of a new, peacetime era for the industry. It is the promise long waited for during the dreary years of war.

This is the beginning of a new and better coin machine industry.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF
THE COIN MACHINE INDUSTRY"

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PLAN TO ASK "CURLEY" ROBINSON TO HEAD NAT'L OPS' ASSN.

Ops Believe Robinson's Record as Head of AOLAC as well as Cooperation He Has Given Other Ops' Assns and His Work in Washington Makes Him Logical Man. Report Leaders to Confer With Him at CMI Convention

NEW YORK — If plans go thru as proposed by leading ops and various associations thruout the nation, Samuel (Curley) Robinson, managing-director of the Associated Operators of Los Angeles County, Inc. (AOLAC), will be asked to take over the management of the "National Coin Operated Entertainment Association, Inc." (At least this is the name which will be proposed for a national association of operators.)

The public relations work which has been accomplished by "Curley" Robinson in his many years as managing director of AOLAC is well known to the trade. This work has produced some of the most remarkable results in all the history of the industry. At the same time his efforts in behalf of all the operators nation-

ally in Washington, D. C. attempting to lower the taxes now in effect has won him great commendation thruout the country.

These leading operators are, therefore, of the belief that "Curley" Robinson should become manager of a national association. His experience and his success with one of the most outstanding associations in the nation qualifies him for this position, they claim.

There will be certain operators and association leaders of amusement groups, especially, who, it is reported, will confer with "Curley" Robinson at the CMI convention in Chicago and will ask that a general meeting be called wherein they will present to the operators their pro-

posal that "Curley" Robinson head a national group.

It is believed that he will be asked to take over the work of the amusement section of the industry. His efforts were in this behalf in the past. Robinson has not bothered with music in his part of the country, tho he has many times been approached to do so.

One noted association leader stated, "There is no need to go outside of our industry to find a man to head a national operators' association. We already have that man. He has proved himself over many years. That man is Samuel 'Curley' Robinson who is at present the managing director of the Associated Operators of Los Angeles County, Inc."

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MORE MIXED ROUTES FORESEEN AS RESULT OF CONVENTION

Big Attendance of Music and Vender Ops Seeking Equipment to Bolster Take Causes This Report. Claim Mixed Routes the Answer. Many Ops Seek Exclusive Operating Franchises.

CHICAGO — The belief is general here that there will be more mixed routes after the 1947 convention than at any other time in the history of the industry.

This belief is being based on the fact that so many music and vending machine operators, jobbers and distributors intend to attend this 1947 exhibition.

Many of these men have already called at the offices of leading manufacturers and have stated that they are interested in bolstering their collections by the addition of other equipment than what they now operate.

Most of the vending machine men are also interested in obtaining exclusive operating franchises in their areas. This new wrinkle will present

an unusual problem for the amusement machine manufacturers it is reported, but, it is believed, no such franchises will be granted.

One noted music operator stated at the office of a well known manufacturer, "Mixed routes are the answer. We can't go on ahead in our territory specializing as we did during the war period. We have found that our servicemen can handle other equipment without using too much extra time while they are in the location. Therefore we believe that the time has come when we have to purchase other equipment to get the largest possible collections and be assured of a general pool of profits from all of our equipment until conditions straighten themselves out."

He is also reported to have said, "The only operators who will see

any profits during this forthcoming year will be those who will be in position to meet any competition which may arise. This is only possible when the operator has every type of machine on hand and can answer the call of his locations for whatever merchandise they want. At the same time, this gives him complete control over each one of his locations and gives his route men a chance to earn more money, too."

This sudden swing to mixed routes was reported many weeks ago in *The Cash Box*. Now it has made itself most apparent by the number of reservations made in Chicago for the convention from music and vending machine coinmen.

There is no longer any doubt of the trend to the mixed route as the answer to greater operating profits.

DISTRIBS EAGER TO FORM NAT'L ORGANIZATION

Mfrs Cooperation Will be Asked to Halt Bootlegging and Price Cutting. Want Credit Bureau. Will Ask That Jobbers' Status be Set. Many Other Problems to be Presented. Hope for Formation at CMI Meet. Look to Leading Distributions to Call First Meeting.

NEW YORK—Since first scoop of the fact that leading distributors met in this city to discuss the formation of a national organization, more and more distributors throughout the nation are now eager to see such an association created at the 1947 convention.

"One of the first things we should do", one distributor stated, "is to ask the help of all of the manufacturers to halt bootlegging and price cutting. These simply must stop."

Others are just as adamant that a "National Credit Bureau" be created. One of these men stated some weeks ago, "This suggestion by *The Cash Box* is in keeping with the many great ideas this magazine has brought forth, like the 'National Tax Council',

the 'Public Relations Bureau', a new commission basis, and others. We must have a 'National Credit Bureau' to assure us of our financial future in this industry."

The jobbers, too, have interjected themselves into these discussions since the first distributors who met believed that the organization to be created should be only for direct factory distributors. The jobbers are burned up about this statement and have demanded that an organization be created among themselves if the distributors don't take them into their association.

In regard to this, one distributor said, "We must also arrive at some ar-

rangement with the jobbers. This should be decided on a national scale so that we can all work together in harmony. We admit that the jobber is important. But, we also want to be sure of who should be classified as a jobber. That's why we must have an understanding regarding the jobber at the very first meeting."

A great many other problems will also be presented. Smaller distributors look to the leaders in their field to call the first meeting while the convention is in progress in Chicago. They believe that everyone of the nation's distributors will join and will work to create a strong body of great benefit to all the industry.

COMPLETE LISTING OF ALL EXHIBITORS, THEIR BOOTH NUMBERS PRODUCTS ON DISPLAY, ALSO EXHIBITS OUT OF THE CONVENTION HALLS

A. B. T. MANUFACTURING CORP.

715 N. Kedzie Ave.
Chicago 12, Ill.
Walter Tratsch, Pres.
G. L. Lewis, Sec'y
Booths 5, 6 & 7

Products on display:

All types of coin chutes
The 6000 and 7000 slug rejectors
Coin divider
Totalizer
Money changer
Wall Boxes
A.B.T. Rifle Sport

"Challenger" (Pistol amuse. game)
"Photo Finish" (Race Horse game)
"Auto Clerk" (Delivers 100 items
of merchandise at 100 different
prices and makes change)

ACE COIN COUNTING MACHINE CO.

3715 N. Southport Ave.
Chicago 13, Ill.
Philip Schwartz, Pres.
Booth 91

Products on display:

Ace Coin Counting Machine
Jiffy Coin Stackers

ACME SALES CO.

505 W. 42nd St.
New York N. Y.
Sam Sacks, Owner
Booths 198 & 200

ADVANCE MACHINE CO.

4641 Ravenswood Ave.
Chicago 40, Ill.
Evan C. Travis, Vice-Pres.
Booth 30

AERO NEEDLE COMPANY

619 N. Michigan Ave.
Chicago, Ill.
Erica Mueller, Mgr.
Booths 153 & 155

Products on display:

Acropoint Phono Needles

AIRCRAFT ENGINEERING CO.

22 Raydol Ave.
Secaucus, N. J.
Benjamin Doktor, Pres.
Booth 175

Products on display:

"Automotion" coin operated continuous
motion picture projector

AIREON MANUFACTURING CORP.

1401 Fairfax Trafficway
Kansas City 15, Kans.
R. R. Greenbaum, Vice-Pres.
Booths 65 & 66

Products on display:

Super DeLuxe Phonograph
Fiesta Standard Model Phono
Radar Remote Control Wall Boxes
Radar Intelligence Conversion Unit
Hideaway
Carillon Speaker
Melodeon Speaker
Impressario Speaker
Accessory Merchandise

AMERICAN AMUSEMENT CO.

158 E. Grand Ave.
Chicago, Ill.
Harry H. Brown
Booth 207

A M I, INC.

679 N. Wells St.
Chicago 10, Ill.
DeWitt Eaton, Vice-Pres.
Booths 38A-38-40

Products on display:

Model A Phonograph
Automatic Hostess (Wired Music)

AMITY MANUFACTURING CORP.

224 Washington St.
Perth Amboy, N. J.
No Booth No.

AMMCO DISTRIBUTORS

2513 Milwaukee Ave.
Chicago 47, Ill.
Lew Terry
Booth 176

AMUSE MATIC CORP.

4556 N. Kenmore Ave.
Chicago, Ill.
Theodore A. Kruse, Pres.
Booth 108

AMUSEMENT ENTERPRISES, INC.

2 Columbus Circle
New York 19, N. Y.
George Ponser, Irving Kaye
Booths 61-61B

Products on display:

Bowl-A-Strike, miniature bowling game
Bank Ball, skce ball game
One World, roll down game
Whirl-A-Ball, counter game
Tri-Score, roll down game

APOLLO RECORDS, INC.

342 Madison Ave.
New York 17, N. Y.
F. W. Hamburg, Asst. Treas.
Booths 61-61B

ASCO VENDING MACH. EXCH. CORP.

55 Branford St.
Newark, N. J.
A. S. Cohen, Pres.
Booth 105

Products on display:

Asco 5c Hot Nut Vender
Norris Master Venders
Victor 1c Venders

**ASSOCIATED OPERATORS OF
L. A. COUNTY, INC.**

1351 W. Washington St.
Los Angeles, Cal.
Samuel Robinson, Director
Booth 90B

ATLAS MFG. & SALES CO.

12220 Triskett Road
Cleveland 11, O.
W. A. Jenkins, Pres.
Booths 189-190

Products on display:

Atlas Ace, 1c bulk vender
Atlas DeLuxe, 1c bulk vender
Atlas Royal, 5c bulk vender
Atlas Tray Vender, 5c bulk vender
Atlas Combo 1c & 5c Coin Counter
Atlas Wall Bracket
Atlas Pipe Model Floor Stand
Atlas Cabinet Model Floor Stand

ATLAS NOVELTY CO.

2200 N. Western Ave.
Chicago, Ill.
Morris and Eddie Gansberg
Booth 75-76

AUTOMATIC**BOOK VENDING MACHINE CO.**

381 Fourth Ave.
New York 16, N. Y.
Milton Goldstein, Pres.
Booth 197

Products on display:

Book O Mat "Pocket Books" Vender

(Continued on Page 86)



THE TIME TO PLAY SANTA CLAUS HAS PASSED

The excuse to play Santa Claus ended December 25th. This is a new year. Yet, in our opinion, every Music Merchant still operating on a basis of 5¢ play is still playing Santa Claus and it's a poor pay job!

When you close your books, it should open your eyes to these facts.

The cost of operating phonographs is up—'way up! The take from phonograph operation, while still above pre-war years, is down from the war days.

To stay in this business, a Music Merchant must operate good phonographs, keep them supplied with good records and render his locations good service.

The minute lowered income forces him to lower his standards he starts

to lose locations and patronage. It is Wurlitzer's belief that, as a matter of self-preservation, the Music Merchant is entitled to make more money.

It is Wurlitzer's belief that common sense calls for conversion to "3 for 25¢ —1 for 10¢" play.

We say the time to play Santa Claus has passed. Let's take off the whiskers and get rid of such bewhiskered ideas as a belief that the public won't go for quarter-dime play.

They will. Actual tests have proved it. It will work to the benefit of any operator and for the benefit of the industry. All it takes is the courage to work it! The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

**SURVIVAL TODAY
CALLS FOR...**



Quarter



ime play

THE CASH BOX

TOP



POLL OF THE NATION'S JUKE BOX TUNES

AP—APOLLO
BW—BLACK & WHITE
CA—CAPITOL
CD—CADET
CO—COLUMBIA
CS—COSMO
CT—COAST
DE—DECCA
EC—EXCLUSIVE

EM—EMERALD
EX—EXCELSIOR
FS—FOUR STAR
HO—HOLLYWOOD INT'L
JB—JUKE BOX
KI—KING
MA—MAJESTIC
ME—MERCURY
MO—MODERN MUSIC

MR—MANOR
MU—MUSICRAFT
NA—NATIONAL
QU—QUEEN
RH—RHAPSODY
SI—SIGNATURE
SO—SONORA
ST—STERLING
VI—VICTOR
VO—VOGUE

1. THE OLD LAMPLIGHTER

CA-288—Hal Derwin
CO-37096—Kay Kyser Orch.
CS-502—Hal McIntyre Orch.

DE-23781—Kenny Baker—Russ Morgan Orch.
MA-1061—Morton Downey
ME-3033—Anita Ellis

SO-3026—Saxie Dowell Orch.
VI-20-1963—Sammy Kaye Orch.

2. OLE BUTTERMILK SKY

CA-285—Paul Weston Orch.
CO-37073—Kay Kyser Orch.
DE-18913—Connee Boswell
DE-23769—Hoagy Carmichael

MA-7199—Danny O'Neil
SI-15040—Marie Greene
VI-20-1982—Helen Carroll and The Satisfiers

3. (I LOVE YOU) FOR SENTIMENTAL REASONS

CA-304—King Cole Trio
CO-37082—Dinah Shore
CS-514—Fran Warren
DE-23670—Ella Fitzgerald
DE-18895 (A467)—Fred Waring Orchestra

EM-106—Skip Strahl Orchestra
MA-1071—Eddy Howard Orchestra
MR-1041—The Brown Dots
VI-20-1981—Charlie Spivak Orchestra
VO-781—Art Kassel Orchestra

4. HUGGIN' AND A CHALKIN'

CA-334—Johnny Mercer Paul Weston Orch.
CO-37095—Kay Kyser Orch.
FS-1153—Smoky Rogers

DE-23675—Hoagy Carmichael
PA-616—Clancy Hayes
VI-20-2036—Herbie Fields Orch.

5. A GAL IN CALICO

CA-316—Johnny Mercer
CO-37187—Benny Goodman
CS-517—Hal McIntyre
DE-23739—Bing Crosby

MA-1087—Louis Prima
ME-3035—Tony Martin
SI-15074—Larry Douglas
VI-20-1991—T. Beneke-Miller O.

6. ZIP-A-DEE-DOO-DAH

CA-323—Johnny Mercer
CO-37147—Modernaires
CS-723—Tony Pastor
DE-23748—Connee Boswell

EN-233—Paul Page
MA-7204—George Olsen O.
ME-3047—Two Ton Baker
VI-20-1976—Sammy Kaye O.

7. THE WHOLE WORLD IS SINGING MY SONG

CA-300—Jack Smith
CO-37066—Les Brown Orchestra
DE-18917—Jimmy Dorsey Orchestra

MA-1061—Morton Downey
SI-15043—Harry Cool Orchestra
VI-20-1978—Dennis Day

8. RICKETY RICKSHAW MAN

MA-1078—Eddy Howard Orch.

ME-3047—Two Ton Baker

9. OH, BUT I DO

CA-324—Margaret Whiting
CO-37156—Harry James Orch.
DE-23739—Bing Crosby
MA-1085—Morton Downey

ME-3041—Francis Langford
MU-15094—Gordon MacRae
SI-15056—Skinnay Ennis Orch.
VI-20-1991—Tex Beneke—Miller Orch.

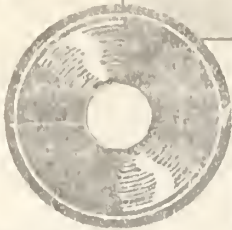
10. THE THINGS WE DID LAST SUMMER

CA-297—Jo Stafford
CO-37089—Frank Sinatra
CS-509—Hal McIntyre Orch.

DE-23655—Bing Crosby
MA-12007—Georgia Gibbs
VI-20-1972—Vaughn Monroe Orchestra

SI-15074—Larry Douglas

THE CASH BOX JUNE BOX TIMES FOR THE NATION'S



AP ABOLITION
BW BLACK & WHITE
CA CAPITOL
CD CADET
CO COLUMBIA
CS COSMO
CT COAST
DE DECCA
EC EXCLUSIVE
EM EMERALD
EX EXHIBITION
FS FOUR STAR
HO HOLLYWOOD INTL
JB JUKE BOX
KI KING
MA MAMBO
MR MERRILL
MO MODERN MUSIC
MR MANOR
MT MONTANA
QU QUEEN
RI RHINO
SI SIGNATURE
SO SONORA
ST STERLING
VI VICTOR

1. THE OLD LAMP LIGHTER

DE-33781—Kenny Baker—Ries Morgan Orch.
MA-1061—Morton Downey
ME-3033—Anita Ellis
CA-2588—Hal Darwin
CO-37098—Kay Kyser Orch.
CS-502—Hal McIntyre Orch.

2. OLE BUTTERMILK SKY

MA-7199—Danny O'Neil
SI-15040—Marie Greene
VI-20-1982—Helen Carroll and The Satisfiers
CA-2582—Paul Weston Orch.
CO-37073—Kay Kyser Orch.
DE-18913—Connie Boswell
DE-23769—Hedy Carmichael

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DE-23670—Ella Fitzgerald
DE-18892 (A467)—Fred Waring Orchestra
E-1102—Skip Stahl Orchestra
MA-1071—Eddy Howard Orchestra
MR-1041—The Brown Dots
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VO-781—Art Kassel Orchestra

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FS-1123—Smoky Rodgers
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VI-20-2038—Herbie Fields Orch.

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DE-23739—Bing Crosby
MA-1087—Louis Prima
ME-3032—Tony Martin
SI-15074—Larry Douglas
VI-20-1991—Tex Beneke-Miller O.

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MA-12007—Georgia Gibbs
VI-20-1972—Vaughn Monroe Orchestra
SI-15074—Larry Douglas

THE CASH BOX

Record Reviews

"Snootie Little Cutie"

"Tom Foolery"

TOMMY DORSEY ORCHESTRA

(RCA Victor 20-2116)

● Here's a wax package loaded with talent and a heap of star recording artists. It's a re-issue of TD's "Snootie Little Cutie," as done by his original ork, with vocal refrain—now get this! —Frank Sinatra, Connie Haines and The Pied Pipers. It's a good bet for the trade if offered to the customers with adequate billing for all the folks who participated in it, and from that it will get plenty of curiosity play. The piece itself is a pleasantly effective little novelty. On the other deck, TD's men have cut a solid instrumental hunk of swing that's heavy and full. If your customers want melody that's powerfully beat out, you can certainly use this offering.

"Sleepy Time Down South"

"I'm Stuck With A Sticker"

BUDDY BAKER ORCHESTRA

(Exclusive 11)

● One of the few disks to come along that features an orchestra well worth hearing, an orchestra for which a host of predictions can sincerely be made, is heard here, with Buddy Baker taking and deserving full starring honors. What has happened here is a pair of instrumental sides that are refreshing to the ear, and the trade would do well to give this disk and this aggregation important attention. Offered are "Sleepy Time Down South", which has become a standard, and "I'm Stuck With A Sticker," a novelty to which Vivien Garry adds an effective vocal. But it's to the ork and the arrangements they play to which the customers will bend eager ears. By all means, give it a try.

"I Want To Thank Your Folks"

"You Should Have Told Me"

KING COLE TRIO

(Capitol 356)

● Here's another profit platter from The King Cole Trio. Again offering another item strictly for pleasant listening, guitar, bass and piano combine to produce the light, effective backing for Cole's hushed warbling of "I Want To Thank Your Folks," a very effective ballad made all the better by the treatment it gets here. It's certainly worthy of a try. On the flip, with King Cole again taking on the vocal chore, the Trio does "You Should Have Told Me," a tune more romantic than the topper, but not up to it for commercial appeal.

DISK O'THE WEEK

"All The Things You Are"

"My Silent Love"

LEE RICHARDSON &
THE LUIS RUSSELL ORCHESTRA

(Apollo 1035)



LEE RICHARDSON

● He does it again! "Mister X," revealed at last to the public as Lee Richardson, has twice before been given the top spot on these pages, and twice he has come thru on location to fulfill the glowing predictions made for his recordings. It might be added, this is the third record he has cut with the able Luis Russell Orchestra. This time, Lee offers for heavy profit a pair of great standards, "All The Things You Are" and "My Silent Love." What he does with 'em via his voice is to turn in one of the most refreshing, most effective interpretations either of those ballads have ever before had on wax. As usual, Luis Russell and his orchestra give their boy full support, spotlighting his great talent with the skillful use of their instruments. Here's a record few members of the trade can afford to be without. You can take it from there.

"Among My Souvenirs"

"Blues To End All Blues"

ETTA JONES

(RCA Victor 20-1998)

● That Etta Jones holds an established place among the nation's better blues warblers is established, and on this, her latest dinking, she proves the point, because that's the treatment she gives to the well known "Among My Souvenirs." Whether that was the wisest thing to do, however, remains to be seen, for had she done it straight, as the romantic ballad it was intended to be, it might have been even more effective than it turns out. As it's done, it's an item for race spots where they like Etta's styling first, with what she uses it on being a secondary consideration. Her "Blues To End All Blues" is good race stuff, and ops who have spots for it would do well to give it a try. The backing, provided by the J. C. Heard Orchestra, is worth anybody's listening time.

"Somebody's Rose"

"Everyone Knew It But Me"

JIMMY WAKELY & HIS ROUGH RIDERS
(Capitol 360)

● Kicking off to a good start with this, his first waxing for the label, Jimmy Wakely really sends this ditty tabbed "Somebody's Rose" to a strong recommendation for phonos that can use disks cut from the boots and saddles mold. Backed by the Rough Riders, Jimmy chants a tender love message in western style, and ops would do well to give it careful hearing. The flip, "Everyone Knew It But Me," is an effective filler, but not up to the standard set on the top deck.

"Give Me Something To Dream About"

"That's Where I Came In"

JO STAFFORD

(Capitol 355)

● Sultry-voiced Jo Stafford's latest is "Give Me Something To Dream About," a ballad tailored for her vocal styling. Right for any and all locations where hand holders gather, Jo offers the piece as one of her more effective vocal efforts. In this she is aided with a lush backing provided by the capable Paul Weston Orchestra and a vocal group. Flipped, Jo does "That's Where I Came In," another ballad that'll be favored in locations where they like 'em sweet and romantic.

"At Your Command"

"I Keep Telling Myself"

JOE ALEXANDER

(Capitol 359)

● A new vocalist, Joe Alexander by name, makes his first appearance for the trade with this disk. "At Your Command," the top deck, is an oldie first brought to national acclaim when it was done by Bing Crosby in the early Thirties. It's still a good song. To it, Alexander adds a powerful baritone vocal treatment that comes out without tricks, and with few distinguishing features that passes as style. He has a good voice, and he does "Command" well, but until he develops a more commercial delivery, you'll have to peg this disk as a filler to have around. The flip, "I Keep Telling Myself," is equipped with the same good voice quality, but as material it doesn't match the top deck.

"Thursday Blues"

"Good Morning Blues"

JIMMY RUSHING

(Excelsior 502)

● Set in a deep blue mood; with orchestration style similar to that of ole New Orleans, Jimmy Rushing steps to the bandstand to do "Thursday Blues". His rich, full voice adds splendor to the side and where they go for slow, melodic stuff, they should go for this. Flipped, we find "Good Morning Blues", in which Jimmy spins his tale to Santa for a good gal. Ops will have to pick their spots on this pair, which should appeal to the somber set of race record customers.

THE CASH BOX

Record Reviews

"Baby Dee Blues" "I Want To See My Baby"

BILL CAMPBELL ORCH.
(Apollo 380)

● Peg "Baby Dee Blues" as a number packed full of possibilities. The Bill Campbell ork make music here, and the lass that chirps, Baby Dee, pipes pretty all through. The chanteuse has a husky quality in her voice and blends well with the theme of the ditty. It's strictly race wax, and ops would profit well by latching on. Backed by "I Want To See My Baby", Baby Dee hits the high notes again and turns in a fair performance. This side adds a bit more bounce and the jazz hounds will like it.

"My Heart Goes Crazy" "Connecticut"

PAULA KELLY & THE MODERNAIRES
(Columbia 37220)

● Looking for top action—you'll find it in "My Heart Goes Crazy". Paula Kelly and The Modernaires do this number up in resplendent fashion. It's got rhythmic room, novelty noise and a bounce that the kids will go crazy for. The backing books another getter, "Connecticut" by name, and the group combine again to offer ops more coin action. Bend your ear and listen to this pair.

"Sweet Jam Jam" "Triflin' Woman Blues"

CLYDE BERNHARDT
(Sonora 100)

● Latest pair of sides to invade the race field are this duo titled, "Sweet Jam Jam" and "Triflin' Woman Blues", with Clyde Bernhardt twirling the baton and doing vocal honors. Topside tune offers plenty of bounce and the dance fiends should go for this. The backing, in a slower mood, turns up as a stock item that has possibilities. Clyde adds a spot phrase leaning on the suggestive side which might add or detract from the disk's appeal, depending on your spots. Both sides deserve your listening time.

"Calling You" "Never Again"

HANK WILLIAMS
(Sterling 201)

● Bound to catch coin in western territory is Hank Williams' latest waxing tagged "Calling You". Lyrics lean on the spiritual side, although the disc itself is strictly for the wide open spaces. Hank's warbling fills the bill, and his boys back him up in top manner. The backing with "Never Again" is nothing unusual but nevertheless holds promise. Western ops can expect biggest action from the topside tune.

"The Sidewalks Of New York" "Sweet Rosie O'Grady"

HILDEGARDE & GUY LOMBARDO ORCH.
(Decca 23550)

● Never before that we could remember, would we have considered a platter by Hildegard for tavern spots. But here is one. Featuring two long established standards, "The Sidewalks Of New York" and "Sweet Rosie O'Grady," Hildegard handles the vocal chores in complete keeping with her material, delivering with a fair imitation of a fair brogue, as well. And when you add that to the fact that the Lombardo crew have here also caught the full flavor of the tunes in their instrumental interpretation, you have a platter worthy of strong recommendation. Ops know their routes well enough to know where to place it.

SLEEPER OF THE WEEK

"A Sunday Kind Of Love"

CLAUDE THORNHILL ORCH.
(Columbia 37219)



CLAUDE THORNHILL

● Orchids go to the Claude Thornhill crew and chirp Fran Warren this week for their superb rendition of a ditty that's bound to catch on fast. Titled "A Sunday Kind Of Love", the lass turns out a top romantic ballad that the starry-eyed crowd will go for. Putting plenty of feeling into the song, she makes you think the number was built for you. The Thornhill men back the gal up in fine fashion, blending with rich harmonic tones that make you sit back and relax. Aimed at the somber spots, ops should do well with this side. Flipped we find the up and coming "Sonata", featuring Buddy Hughes doing vocal honors and some of Claude's wonderful pianology. For plenty of action, latch on to the top-mate.

"Isn't This Better Than Walking In The Rain" "Please Be Kind"

RAY ANTHONY ORCH.
(Sonora 3037)

● A promising tuneful ballad by the Ray Anthony ork steps out here as a ditty which music ops should listen to. Billy Johnson is the lad with the pipes and he offers the trade a pleasant rendition of this fireside fable. On the backing with "Please Be Kind", Dee Keating chirps pretty for the boys in another romantic setting. Both sides are nice, and ops with light spots could use this pair as fillers to good advantage.

"Texas and Pacific" "I Like 'Em Fat Like That"

LOUIS JORDAN
(Decca 23810)

● They'll eat this up not only from the "Texas and Pacific", but from the coast of Maine down to the tip of Florida. Louis Jordan's Tympany Five make merry here, as Louis warbles his spiel concerning the T & P. It's got that familiar bounce and beat, and has all the makings of becoming hot—not only in race spots, but in locations the nation over. The backing displays Louis' wares again as he tells why "I Like 'Em Fat Like That". It's a getter also with plenty of riff and holler, altho we like the topside for coin action.

"It's A Great Day For The Irish" "A Pretty Girl Is Like A Melody"

JUDY GARLAND

(Decca 25043)

● Here's a re-issue of one of Judy Garland's most popular numbers, and it comes just in time for action from the folk who are starting to think again of St. Patrick's Day parading, and all that goes with it. The tune is "It's A Great Day For The Irish," and it's the same one Judy did when they were playing it years ago. The instrumental backing by David Rose again reflects the talent of the lad, so all is well on that score. As for Judy's performance, well, standards change thru the years, and this platter reflects it. But the side will show big in the tavern spots nonetheless. On the flip, Judy does a tune said to be "A Pretty Girl Is Like A Melody," but after a straight intro, she delivers it heavy with rhythm, and it fails to come off.

"The Man With The Horn"

"Jalousie"

HARRY JAMES ORCH.

(Columbia 37218)

● Where the Harry James fans flock, they'll go for this. Turn that title and the disc anyway you care to, and it still is "The Man With The Horn". All instrumental, Harry's string and reed sections flavor the tune in fine style to give it added punch. Flipped we find Harry displaying his crew's best on the popular "Jalousie". Strings open the ditty with a light pop touch, and Harry bounces back in a pepped up chorus. This pair deserves your ear.

"Margie"

"I'm Walking Through Heaven With You"

JIMMIE LUNCEFORD ORCH.

(Decca 25016)

● Here's an oldie, brought back to life by the Jimmie Lunceford ork, and "The Harlem Express" does it up brown. It's a re-issue, and should net coin play where they like to reminisce. Johnny Young does the vocal chores and the kid is good. Flipped, "I'm Walking Through Heaven With You" turns up as a fair side that ops might use to good advantage as a filler. Dan Grissom renders the lyrics, and altho the boy is good, he doesn't quite reach top pitch. Topside tune for the asking.

"Beware My Heart"

"The Pleasure's All Mine"

VAUGHN MONROE ORCH.

(Victor 20-2084)

● From the forthcoming flicker "Carnegie Hall", a ditty which rates high on our hit parade is Vaughn Monroe's latest offering "Beware My Heart". Vaughn and The Moon Maids gather 'round for this one and it comes out in perfect setting for the hand holding crowd. With the great following the Monroe crew have, this one should catch coin for a host of music ops. Backed by another winner titled "The Pleasure's All Mine", Vaughn and the gals combine again to turn up a sweet ballad set in slow tempo. A bright moon and magnolia trees, plus this pair, add up to good action in the phonos.

What's Hot ON THE RECORDS

THE TOP TEN JUKE BOX TUNES THRUOUT THE NATION

for the Week of January 27, 1947

New York

1. Huggin' and Chalkin'
2. If I Had My Life To Live Over
3. Gal In Calico
4. Guitar Boogie
5. The Old Lamplighter
6. Ole Buttermilk Sky
7. The Whole World Is Singing My Song
8. Anniversary Song
9. For Sentimental Reasons
10. You Can't See The Sun When You're Crying

Wichita, Kansas

1. The Old Lamplighter
2. For Sentimental Reasons
3. Ole Buttermilk Sky
4. Huggin' and Chalkin'
5. Rumors Are Flying
6. Just Squeeze Me
7. Zip A Dee Doo Dah
8. Jalousie
9. You Keep Coming Back Like A Song
10. Star Dust

Omaha, Nebr.

1. The Old Lamplighter
2. For Sentimental Reasons
3. Ole Buttermilk Sky
4. Zip A Dee Doo Dah
5. The Whole World Is Singing My Song
6. Gal In Calico
7. Huggin' and Chalkin'
8. The Things We Did Last Summer
9. The Girl That I Marry
10. Rumors Are Flying

Miami Beach, Fla.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. Huggin' and Chalkin'
4. For Sentimental Reasons
5. Gal In Calico
6. The Whole World Is Singing My Song
7. Zip A Dee Doo Dah
8. Rickety Rickshaw Man
9. It's A Pity To Say Goodnight
10. Jalousie

Detroit, Mich.

1. For Sentimental Reasons
2. Ole Buttermilk Sky
3. The Things We Did Last Summer
4. Gal In Calico
5. Rickety Rickshaw Man
6. Blue Skies
7. Zip A Dee Doo Dah
8. Managua Nicaragua
9. You Keep Coming Back Like A Song
10. The Things We Did Last Summer

Miles City, Mont.

1. The Old Lamplighter
2. Zip A Dee Doo Dah
3. For Sentimental Reasons
4. Huggin and Chalkin
5. Rickety Rickshaw Man
6. That Chick's Too Young To Fry
7. The Coffee Song
8. The Girl That I Marry
9. The Woodchuck Song
10. Passé

Mankato, Minn.

1. Rickety Rickshaw Man
2. Zip A Dee Doo Dah
3. The Old Lamplighter
4. Huggin and Chalkin
5. Old Lady Polka
6. California Polka
7. I Used To Work In Chicago
8. Coccoanut Grove
9. Managua Nicaragua
10. My Best To You

Chicago

1. For Sentimental Reasons
2. The Old Lamplighter
3. Huggin' and Chalkin'
4. Ole Buttermilk Sky
5. Rickety Rickshaw Man
6. The Whole World Is Singing My Song
7. Gal In Calico
8. September Song
9. Zip A Dee Doo Dah
10. Jalousie

Washington, D. C.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. For Sentimental Reasons
4. I'll Close My Eyes
5. Ain't Nobody Here But Us Chickens
6. The Whole World Is Singing My Song
7. Bless You
8. Rumors Are Flying
9. Open The Door, Richard
10. Save Me A Dream

Portland, Me.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. Gal In Calico
4. The Whole World Is Singing My Song
5. Zip A Dee Doo Dah
6. Huggin' and Chalkin'
7. For Sentimental Reasons
8. Sooner Or Later
9. The Things We Did Last Summer
10. You Keep Coming Back Like A Song

Cudahy, Wisc.

1. For Sentimental Reasons
2. The Old Lamplighter
3. Gal In Calico
4. The Girl That I Marry
5. The Whole World Is Singing My Song
6. Huggin' and Chalkin'
7. Zip A Dee Doo Dah
8. My Adobe Hacienda
9. Ole Buttermilk Sky
10. A Rainy Night In Rio

San Antonio, Texas

1. For Sentimental Reasons
2. Ole Buttermilk Sky
3. Huggin and Chalkin
4. Gal In Calico
5. Oh, But I Do
6. Bless You
7. Zip A Dee Doo Dah
8. Rumors Are Flying
9. The Whole World Is Singing My Song
10. The Things We Did Last Summer

Tillamook, Ore.

1. Ole Buttermilk Sky
2. Huggin and Chalkin
3. The Old Lamplighter
4. For Sentimental Reasons
5. Rickety Richshaw Man
6. A Gal In Calico
7. Uncle Remus Said
8. Choo Choo Ch'Boogie
9. Divorce Me C.O.D.
10. Sooner Or Later

Boston, Mass.

1. The Old Lamplighter
2. For Sentimental Reasons
3. Huggin and Chalkin
4. A Gal In Calico
5. Sooner Or Later
6. The Whole World Is Singing My Song
7. Zip A Dee Doo Dah
8. Ole Buttermilk Sky
9. You Can't See The Sun When You're Crying
10. Years and Years Ago

Los Angeles

1. For Sentimental Reasons
2. Open The Door, Richard
3. Huggin' and Chalkin'
4. Gal In Calico
5. The Whole World In Singing My Song
6. Rickety Rickshaw Man
7. The Things We Did Last Summer
8. Ole Buttermilk Sky
9. Zip A Dee Doo Dah
10. Sonata

Youngstown, O.

1. For Sentimental Reasons
2. The Old Lamplighter
3. Ole Buttermilk Sky
4. Huggin' and Chalkin'
5. The Whole World Is Singing My Song
6. The Things We Did Last Summer
7. Sonata
8. You Broke The Only Heart That Ever Loved You
9. You Keep Coming Back Like A Song
10. Oh But I Do

Chester, Pa.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. Huggin' and Chalkin'
4. Gal In Calico
5. Ain't Nobody Here But Us Chickens
6. September Song
7. Years And Years Ago
8. Sonata
9. For Sentimental Reasons
10. You Broke The Only Heart That Ever Loved You

Charlotte, N. C.

1. Heartaches
2. Ole Buttermilk Sky
3. Let The Good Times Roll
4. Rainbow At Midnight
5. Ain't Nobody Here But Us Chickens
6. For Sentimental Reasons
7. Filipino Baby
8. That's The Groovy Thing
9. Mutton Leg
10. The Whole World Is Singing My Song

Montgomery, Ala.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. Gal In Calico
4. Huggin and Chalkin
5. For Sentimental Reasons
6. Sooner or Later
7. Oh, But I Do
8. Zip A Dee Doo Dah
9. The Whole World Is Singing My Song
10. You Keep Coming Back Like A Song

Willow Springs, Mo.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. Huggin and Chalkin
4. For Sentimental Reasons
5. A Gal In Calico
6. You Broke The Only Heart That Ever Loved You
7. Rumors Are Flying
8. Footprints In The Snow
9. Choo Choo Ch'Boogie
10. Missouri Waltz

St. Albans, Vt.

1. The Old Lamplighter
2. Ole Buttermilk Sky
3. For Sentimental Reasons
4. Huggin and Chalkin
5. A Gal In Calico
6. Zip A Dee Doo Dah
7. The Whole World Is Singing My Song
8. The Things We Did Last Summer
9. Choo Choo Ch'Boogie
10. Rumors Are Flying



The Presentation of The Cash Box "Oscars"

(1) Marshall Micon of THE CASH BOX, Los Angeles offices, presenting the "Oscar" on the "Road to Rio" set to Bing Crosby, whom America's juke box operators voted, "The Best Male Vocalist of 1946". . . . (2) Bill Gersh of THE CASH BOX, New York offices, presenting the "Oscar" to Eddy Howard at the Aragon Ballroom in Chicago for "The Best Orchestra of 1946". . . . (3) The very popular young comedian Peter Lind Hayes awarding THE CASH BOX "Oscar" to Dinah Shore, whom America's phono operators voted "The Best Female Vocalist of 1946". . . . (4) Ralph Emmett, music editor of THE CASH BOX, awarding two "Oscars" to Billy Kenny of the Ink Spots on stage at the Apollo Theatre in New York for "The Best Male Vocal Combination of 1946" and "The Best Record of 1946". . . . (5) Marshall Micon of THE CASH BOX, Los Angeles offices, awarding the "Oscar" to Eddie and Leo Mesner of Aladdin Records for their recording of "Drifting Blues". . . . (6) Dave Kapp of Decca Records, Inc., holding THE CASH BOX "Oscar" awarded to his firm for their recording of "The Gypsy" which was voted "The Best Record of 1946". . . . (7) Ralph Emmett awarding Johnny Moore and his Three Blazers THE CASH BOX "Oscar" on stage at the Adams Theatre in Newark, N. J., for "The Best Race Record of 1946". . . . (8) The Dinning Sisters receiving their "Oscar" at Radio Station KFAC, Hollywood, after being voted "The Best Female Vocal Combination of 1946". (Pictures not appearing here are those of Al Dexter who received an "Oscar" for "The Best Western Record of 1946" and Columbin Recording Corp. who recorded "The Best Western Record of 1946".)

NEW YORK—The most memorable and the most outstanding event in all the musical entertainment world during 1946 was the First Annual Record Poll sponsored and conducted by The Cash Box in behalf of the Automatic Music Industry of America to determine the best money-making records and the best recording artists of 1946.

From the very first moment of its announcement the poll attracted tremendously with all the music machine operators in the nation. One vote was awarded for each juke box, each wall and bar box, each wired music shell the operator owned. This was decided upon at a meeting of leading music operators who believed this would be the only impartial method which could be used.

Neither The Cash Box nor the music operators were as much interested in the musical ability of the recording stars as they were in "how much money did the record earn for me? and how much did the public like the artist?" This was the complete basis of the voting. By their votes the Automatic Music Industry of America told the record companies and their stars just how well they could pull nickels, dimes and quarters out of the pockets of the public.

The votes poured in like a deluge.

They continued to come in by the thousands. Operators who had 3,000, 4,000, 5,000 and more votes were just as anxious to get in their votes as were the smaller operators who could offer but 10, 25, 50 and 100 votes.

For a while it seemed that the votes would never stop. The Cash Box then decided on a final and closing minute and the trade was so notified. From every town, village and large cosmopolitan center in the nation—the votes piled in. The contest waxed hotter and hotter—week after week.

It caught the attention of the press—columnists from Walter Winchell to those of the weekly newspapers—began to report the standings. Radio stations picked up the votes. Disk jockeys called them off each week for the benefit of their listeners. Magazines all over the nation told about the poll. It gripped the imagination of the entire musical world.

This was the first time that the Automatic Music Industry of America had decided to tell just which records and which artists had done the most for it during the year.

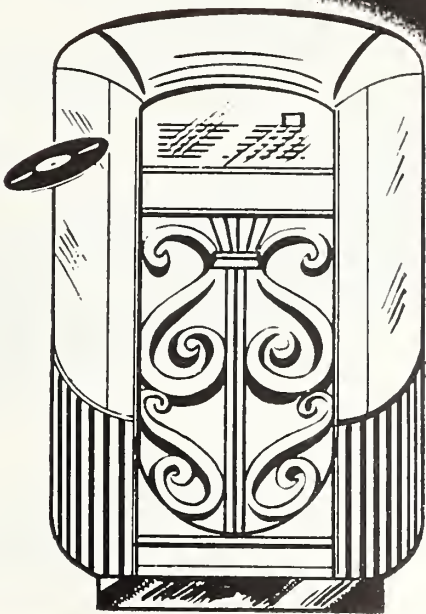
Every outstanding orchestra, every record of any worth whatsoever, made and played during 1946, every vocalist

who had waxed a disk in 1946 appeared on the cards which were returned to The Cash Box.

This was the answer to America's music industry. This was what publishers, artists and record companies alike wanted to know. And—they learned that the juke box men knew their records—knew their music—played no favorites—voted but one way—voted for those records and artists who had helped them to earn greater profits in 1946.

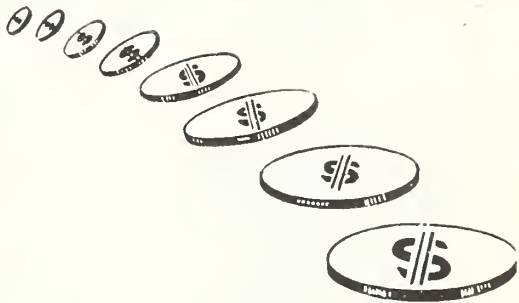
Already record companies and artists are pointing to the Second Annual Record Poll of the Automatic Music Industry of America to be conducted by The Cash Box in 1947—to again determine who will be awarded the "O-cars."

"This," one of America's greatest music publishers stated, "is the most outstanding, most meaningful and most important event in the music business. We know that every juke box operator in the nation wholeheartedly joins in The Cash Box contest. We've learned that from the survey we've just completed. And, we want to compliment The Cash Box on its impartiality as well as its complete devotion to sticking to the facts."



CAPITOL'S
RECORD-MAKING
BOX SCORE...

ALL HITS!
NO ERRORS!



CAPITOL CLICKS WITH TOP 10 TUNES ON TUNNIS' "ONE SPOT" SALES SURVEY

'THE OLD LAMPLIGHTER'	HAL DERWIN	CAP. 288	'ZIP-A-DEE-DOO-DAH'	JOHNNY MERCER, PIED PIPERS	CAP. 323
'OLE BUTTERMILK SKY'	PAUL WESTON ORCHESTRA	CAP. 285	'A GAL IN CALICO'	JOHNNY MERCER, PIED PIPERS	CAP. 316
'FOR SENTIMENTAL REASONS'	KING COLE TRIO	CAP. 304	'THE THINGS WE DID LAST SUMMER'	JO STAFFORD	CAP. 297
'RUMORS ARE FLYING'	BILLY BUTTERFIELD ORCH.	CAP. 282	'YOU KEEP COMING BACK LIKE A SONG'	JO STAFFORD	CAP. 297
'THE WHOLE WORLD IS SINGING MY SONG'	JACK SMITH	CAP. 300	'SONATA'	JO STAFFORD	CAP. 337

CAPITOL CLICKS WITH TOP 9 TUNES ON "CASH BOX" NATIONAL JUKE BOX POLL

'THE OLD LAMPLIGHTER'	HAL DERWIN	CAP. 288	'A GAL IN CALICO'	JOHNNY MERCER, PIED PIPERS	CAP. 316
'OLE BUTTERMILK SKY'	PAUL WESTON ORCH.	CAP. 285	'THE WHOLE WORLD IS SINGING MY SONG'	JACK SMITH	CAP. 300
'FOR SENTIMENTAL REASONS'	KING COLE TRIO	CAP. 304	'ZIP-A-DEE-DOO-DAH'	JOHNNY MERCER, PIED PIPERS	CAP. 323
'HUGGIN' AND A CHALKIN''	JOHNNY MERCER, PAUL WESTON	CAP. 334	'THE THINGS WE DID LAST SUMMER'	JO STAFFORD	CAP. 297
'RUMORS ARE FLYING'	BILLY BUTTERFIELD ORCH.	CAP. 282			

CAPITOL'S ALWAYS ON TOP...WITH THE HOTTEST HITS IN THE LAND
...WITH POLL-WINNING TALENT STRAIGHT FROM HOLLYWOOD!

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Sunset and Vine **FIRST** WITH THE HITS FROM HOLLYWOOD

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you'll find a Hit Record of*

HUGGIN' and CHALKIN'

OPERATOR



HUDSON MUSIC CORP.

KERMIT GOELL, Pres.

LEO LANGLOIS, Gen. Mgr.

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at the Coin Machine Convention

...and be sure to
look us up at the
Governor's Suite !

(ROOM 1688)

Our representatives will be there to greet
you, to talk over your problems, and to
play some top-notch advance pressings
you'll want to hear!

**RCA
VICTOR
RECORDS**



BYRDE'S EYEVIEW

ROUND THE WAX CIRCLE

by
Byrde Gore

I'm packing my carpet bag in between pecks at this column, 'cause I'm off to the Big Show in Chicago, and from February 3-6, 1947, please send my bills to the same address that'll house practically every other laddie and lassie who make up this great cointrade society — Hotel Sherman, here I come!

It's going to be a great few days for the music folks. They're coming from Broadway and from Sunset and Vine, and from all points in between. They'll forsake Lucy's and come climbing out from under the Brown Derby, they'll crawl thru the smoke rings at Lindy's, and forsake the hatnapers at Shor's — 'cause everybody's goin', everybody's comin' to Chicago!

The telephone rings. . . . It's Monroe Postrel, Sonora's flack chief. He wants us to get a suite for Sonora's New York delegation. Joe Gerl, the label's prexy, Milt Benjamin, the veepee, and Monroe need room. . . . Is there a room in the house? . . . Here's hoping that Glenn Wallich, Capitol's executive vice president and general manager, takes time out from his jaunt East to shoot the breeze with us in Chi, same for Floyd Bittaker, the chap who knows all the whys and wherefores on the label's up-curvy sales chart.

The telephone rings. . . . It's Dan Priest, Signature Records' flack chief. He wants to know who's in charge of the CMI Entertainment Committee. . . . Dick Hood's your man, Danny boy, and you can probably reach him at the H. C. Evans factory in Chicago. . . . By the way, Danny tells us that Bob Thiehle, Gerry Ross, Water Hellawell, and Mr. Priest will make up the Signature delegation — Oh, and Monica Lewis. Hubba-Hubba! . . . Herb Allen and Jack Williams are coming. They wouldn't miss a coinmen's conclave if they had to come by burro. They'll keep the RCA-Victor banner flying in the Windy City day and night.

The telephone rings. . . . It's Irv Katz of Apollo Records. He wants some statistics on juke boxes. He gets them. He says Apollo Records will be at the Show with bells on. . . . And speaking of belles, one of our better paid informers rattles on Signature with the news that on Wednesday, February 5th, four models from the Walter Thornton Agency will make an appearance on the convention floor boosting the label's wax products, and if they don't loose a wolf cry from a thousand coinmen's throats, the boys—and probably the girls—will all be very disappointed.

The telephone rings. . . . Harry Bank, Cardinal Records prexy, wants a drawing room on the Commodore Vanderbilt, skedded as the "Coin Machine Special" for its February 1st run to Chicago. He wants a drawing room for himself and assistant, Milt Barnett. We tell him the right guy at New York Central to fix the deal. . . . Decca Records ad chief Ed Manning laboring away to complete details for the label's booth at the Show. If it's coming from Ed, expect it to be strikingly effective. . . . Dick Kuhn, the noted ork leader and head of Top Records, arranging things for a quick jaunt to the Show. . . . Majestic Records chieftains, headquartered at St. Charles, practically within earshot of the Sherman—on a windy day—will have the advantage of native sons getting to and from the Show.

The telephone rings. . . . Oh, hell! I gotta catch a train!



WHAT'S A
CONVENTIONAL
WELCOME?

When SIGNATURE rolls out the royal carpet it will be for the first coin machine convention since the war. We will be well represented at the Chicago conference, from the President, Bob Thiele, through our field representatives. Our artists in the Chicago area will also be a part of our good will caravan.

Those beautiful Pin-up girls you will see on the floor giving out records and souvenirs will be from the Thornton Agency. They will be there to help you enjoy the convention and will direct you to our suite in the Sherman Hotel. To one and all we extend a hearty invitation to come up and join the party.

Signature

records

DISTRIBUTED BY

GENERAL ELECTRIC

SUPPLY CORPORATION

YOU'RE INVITED

***- to enjoy yourself at
the CMI Convention
- to stop in at the
DECCA Exhibit and
talk things over***

Burning the Jukes in HARLEM

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1—AIN'T NOBODY HERE BUT US CHICKENS

LOUIS JORDAN AND
HIS TYMPANY FIVE
(Decca 23741)

2—LET THE GOOD TIMES ROLL

LOUIS JORDAN AND
HIS TYMPANY FIVE

3.—YOU WON'T LET ME GO

JOHNNY MOORE'S
THREE BLAZERS
(Modern Music 142)

4—BREAKING MY HEART

JOE LIGGINS AND
HIS HONEYDRIPPERS
(Exclusive 231)

5—TANYA

JOE LIGGINS and
HIS HONEYDRIPPERS
(Exclusive 231)

6—DON'T TAKE YOUR LOVE FROM ME

LUIS RUSSELL
AND ORCH.
(Apollo 1020)

7—I'M YOURS

AL RUSSELL TRIO
(20th Century 20-23)

8—JELLY JELLY

BILLY ECKSTINE
(National 9021)

9—BLOW TOP BLUES

LIONEL HAMPTON
ORCHESTRA
(Decca 23792)

10—GUITAR BOOGIE

ARTHUR SMITH AND
RAMBLER TRIO
(Super Disc 1004)

SHOWING HEAVY PROMISE

"OPEN THE DOOR RICHARD"
National 4102—Dusty Fletcher
Black & White 792—Jack McVea All Stars

THANKS

COIN MACHINE INDUSTRY

FOR YOUR PART IN MAKING
1946 A VERY SUCCESSFUL
YEAR FOR EXCLUSIVE RECORDS.

Sincerely,
LEON RENÉ
President

JOE LIGGINS and his
HONEYDRIPPERS

T. W. A.
The Honeydrillers, Part 1 & 2
I've Got a Right to Cry
Tanya

BASIN STREET
BOYS
I Sold My Heart
to the Junkman

JOHNNY MOORE'S
THREE BLAZERS

C. O. D.
My Silent Love
I Want You, I Need You
Sunny Road

HERB JEFFRIES
Magenta Moods Album

BUDDY BAKER

Baker's Dozen
Sleepy Time Down South
Stuck With a Sticker
Be Fair With Me

RICKEY JORDAN
ABC Blues
Blues in the Storm



Exclusive
RECORDS

SUNSET AT VINE

HOLLYWOOD

THANKS

For the
kindness
of
the
people
of
the
world



GREETINGS TO THE BIG SHOW OF 1947 FROM

GUY LOMBARDO

All indications point to a royal success for this, the first CMI Convention to be held in five years. GUY LOMBARDO and his Royal Canadians extend to all music machine operators, wishes for a huge success on this gala occasion. May the the coming year bring unprecedented prosperity and business expansion.

**Folks will be
listening in 1947
to . . .**

"The sweetest music this side of heaven," by
Guy Lombardo and his Royal Canadians

on DECCA records:

- 23799 Anniversary Song
Uncle Remus Says
- 23817 Easter Parade
Always
- 25044 All The Things You Are
Long Ago and Far Away
- 23782 What More Can I Ask For
Managua Nicaragua



Guy Lombardo and his Royal Canadians
featuring the Twin Pianos

DECCA album:

- 23765 Humoresque
Tales from the Vienna Woods
- 23766 Just One of Those Things
Who
- 23767 Swanee River
Irish Washerwoman
- 23768 Barcarolle
Doll Dance

Picking Records For Harlem

By Robert A. Hazelton

• Ideal Music

New York City, N. Y.

Every Thursday night my ears begin to ring.

That's because Thursday is record buying day for me, and, in an effort to let nothing new pass by without a listening, I try to get an earful of every newly released record that has been slanted for my customers—who are probably the nation's most critical—up Harlem way.

I blame a lot of record companies for those earaches. I blame it on the people they employ to choose the numbers to be made for us.

Somehow, they're off the ball. Either they're under the impression they are still living in the days of Uncle Tom, or else they must be of the impression that we are.

At any rate, they can certainly stand a bit of suggestion on their choice of repertoire. Suggestions that have their roots in the demands passed on to me from the locations that provide me with the stuff to keep the landlord, bank and wife in a reasonable state of contentment.

And it all boils down to this: For the love of a better sales reception, for bigger and better orders from the members of this industry, and, in turn, from the retailers located in this and like territories, stop this unbalanced concentration on music that passes as blues or jive. There's so damn much of it that's bad and so damn little that's good.

Believe me when I say our people are getting so very tired of having records pushed at them that are composed in the main of hollerin' and wailin'. Records that suggest not the slightest dignity nor the slightest reflection of the finer emotions to which all people are kin.

I know that all the wise acres will point to a batch of astoundingly successful records that exemplify the type I've just condemned. Okay, but, on the other side of the picture I can point to as many astounding successes that have been at least as profitable, and, in the long run, done more for the record company and the performer involved. And so few of these ever were made compared to the others.

Look at Johnny Moore's Three Blazers, The King Cole Trio, The Ink Spots, Lee Richardson, Billy Eckstine, and the many, many others; their greatest successes have been with material that was music, not a lot of mumbo-jumbo. The people up here can't wait for enough of their recordings.

So the wise acres will point to Louis Jordan. Okay, so can I. How many musical combos are there that can measure up to his greatness, a greatness that has broken down all lines that measure off this Harlem?

It all boils down to this: The majority of us contend that we are civilized people with civilized musical appetites.

How about it?

NATIONAL LEADS
the JUKE BOX Hit Parade!

IN '46 WE GAVE YOU
SUCH OUTSTANDING JUKE-HITS AS
"SIOUX CITY SUE"—"PRISONER of LOVE"

NOW WE FOLLOW THRU WITH—

The Originator **DUSTY FLETCHER**
"OPEN THE DOOR
RICHARD!"
WITH JIMMY JONES' BAND
PART 1 and PART 2 NAT. 4012

CHARLIE BARNET
CARDINAL RECORD 25001
coupled with
The NEW
REDSKIN RHUMBA 75c
Limited Edition

BILLY ECKSTINE
"DON'T TAKE YOUR LOVE
FROM ME"
backed by ALL THE THINGS YOU ARE
NATIONAL 9023

JOE TURNER
"MISS BROWN BLUES"
backed by I'M SHARP WHEN I HIT THE COAST
NATIONAL 4011

DICK THOMAS
ROSE OF THE ALAMO
backed by
A LONELY COWBOY'S DREAM NAT #5014

JACK CARROLL
MY MELANCHOLY BABY NAT #9022
backed by
OH GEE, OH GOSH, OH GOLLY

THE AMORY BROTHERS
CARAVAN NAT #9024
backed by
THERE IS NO BREEZE

NATIONAL

OPERATOR'S
and
DEALER'S PRICES
49c

Records

ORDER FROM
YOUR NEAREST
NATIONAL
DISTRIBUTOR

1841 BROADWAY

NEW YORK 23, N. Y.

Salute To The Coin Machine Industry

The Coin Machine Industry's first post-war convention climaxes a critical period for music operators and record manufacturers—one of the most uncertain in the histories of both industries.

For five years we shared a mutual problem, that of attempting to meet consumer demand during a national emergency which seriously restricted operations. Perhaps in this respect record manufacturers were a bit more fortunate than coin machine manufacturers. Although we faced serious production curtailments as a result of material and manpower shortages, we were still able to continue manufacture of records. Our problem was attempting to distribute our limited production among the consumer market—music operators, record stores, and other retail outlets.

We still have not quite succeeded in overcoming this problem, despite the fact that for the past six months or more, RCA Victor plants in Hollywood, Minneapolis and Camden have been producing at maximum capacity. However, we did make substantial gains in 1946, and the opening of a fourth plant this year will help us considerably in expanding production still further.

The coin machine industry, on the other hand, was faced with almost complete curtailment of production during the war, and 1946 was the first year during which individual manufacturers were able to think of a resumption of production on a pre-war basis.

This has posed many problems for record men and coin men. RCA Victor and other record manufacturers, who realize how important the coin machine industry is in the exploitation of our merchandise, are doing everything possible to supply coin operators with records in sufficient quantities to service machines.

While the unit percentage of records allocated to coin operators has averaged about 20% for the industry as a whole, the unit volume has increased tremendously, despite individual production allo-



By JAMES W. MURRAY
Vice-President in Charge
of RCA Victor Record Activities

cation problems. This percentage of 1945 record production, estimated at 165 million records, is dwarfed by the volume of records made available to music operators in 1946, a year which found the industry as a whole producing about 275 million records.

Estimates for production in 1947 vary, but it is generally agreed that 350 million is a reliable prediction. Barring difficulties with basic suppliers, in the form of labor strife or material shortages, the coin machine industry can look forward to a greatly expanded volume of records being made available during the year.

Our efforts have not been confined to assuring more production for use in coin machines. At RCA Victor we have been spending considerable time perfecting manufacturing techniques that will ensure maximum wearability of records on new coin machines as well as on older ones that have been in service without

replacements and beyond normal life expectancy of the machines.

The importance of manufacturing high quality records for use on coin operated machines cannot be stressed too strongly. It is a point that RCA Victor plant personnel keep uppermost in their minds. The coin machine is the showcase for RCA Victor records—the device through which thousands of record purchasers first hear our product. If an RCA Victor record stands up under constant playings on a coin machine, the record collector has ample assurance that he will find the same playing quality in the record purchased for home use.

The other consideration, and currently, perhaps as important as the one just cited, is the fact that coin machines today have become as important as the radio disc jockey in building the hits of the record industry. Surveys of best sellers show a close relationship between the records "coming up" on disc jockey programs, and those most played on coin machines. While there is no way of estimating comparative listening audiences, and such comparisons might prove invidious, the fact remains that each playing on a coin machine represents a conscious desire—backed up by the investment of a coin—on the part of some one person to hear a specific record. Such is not the case on the disc jockey program, where the choice of records is to a large degree an arbitrary one, and where audience requests for a specific recording frequently can be rigged.

This company will not forget that it was the coin machines which served as an impetus for the comeback of the industry as a whole. Recognizing that the future success of both industries is a matter of mutual interest, RCA Victor will continue to do its utmost to provide music operators with a product that will attract new customers to the machines, and in so doing, increase the home market for recorded music.

"Thank You operators for your wonderful assistance in making our numbers click on your jukes."
—Wynonie Harris, Luis Russell



A few more clicks by
Wynonie Harris

No. 360
YOUNG MAN'S BLUES
STRAIGHTEN HIM OUT

No. 361
THAT'S THE STUFF YOU GOT TO WATCH
BABY LOOK AT YOU

No. 362
SOMEBODY CHANGED THE LOCK ON MY DOOR
WYNONIE'S BLUES

No. 363
SHE'S GONE WITH THE WIND
HERE COMES THE BLUES

No. 372
PLAYFUL BABY
PAPA TREE TOP

No. 378
EVERYBODY'S BOOGIE
TIME TO CHANGE YOUR TOWN

No. 381
TAKE ME OUT OF THE RAIN
YOUNG AND WILD



Please visit APOLLO RECORDS at the
COIN MACHINE REVIEW SHOW, booth
number 181, SHERMAN HOTEL, in
Chicago, Ill.

... more winners by
Luis Russell & Orchestra
No. 1012

THE VERY THOUGHT OF
YOU

SAD LOVER BLUES
(VOCAL BY LEE RICHARDSON)

No. 1020
DON'T TAKE YOUR LOVE FROM ME
SWEET MEMORY

(VOCAL BY LEE RICHARDSON)

No. 1022
1280 JIVE

(INSTRUMENTAL)

I'VE GOT A GAL (WHOSE LOVER COMES C.O.D.)
(VOCAL BY THE BAND)



APOLLO RECORDS, INC.

EXECUTIVE OFFICES

342 MADISON AVE., NEW YORK CITY

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • NEW ORLEANS • ATLANTA • BALTIMORE

We Are Here —To Stay...."



By FRANK B. WALKER
General Manager, M-G-M Records

It is with great pride that I take this opportunity through the pages of *The Cash Box* to announce the marketing early in March of M-G-M Records.

Born over a year ago in the minds of the executives of Loew's, Incorporated of which M-G-M Records is a division) my staff and I have done our utmost to carefully nurture the growth of M-G-M Records to a point where we are entering a competitive field with a child whose youthful enthusiasm will cause excitement in the trade through progressive and aggressive promotion; yet, one whose destiny is under the guidance of mature experienced heads who will temper this youthful exuberance with sound business judgment, and who will follow tested methods of merchandising.

M-G-M Records, as must be obvious by Metro-Goldwyn-Mayer's reputation in the entertainment field, is no independent or fly-by-night company. We are here to stay and we want to make our stay pleasant to the coin operators. Executives of our record company have been in the record business for many years and know the importance of the automatic music trade. We know that if we treat you fairly you will receive treatment in kind. This policy of fairness, which we insist upon being carried out by our distributors, is completely consistent with the record of Loew's Incorporated, which through the many years has been fondly referred to by all in the entertainment field as "The Friendly Company". We are determined to continue that reputation in our newest venture and we pledge our cooperation with automatic music operators to the fullest extent.

I don't think it is necessary to tell you of the resources of Metro-Goldwyn-Mayer. The reputation earned by M-G-M as "The Greatest Name In Entertainment" is no mere figment of a copywriter's imagination. M-G-M is famed for showmanship in entertainment, showmanship in advertising, showmanship in merchandising — in short, that type of showmanship which has made it the leader in the entertainment field. We hope and expect to carry that tradition to a new high in the record industry, thereby causing a demand for our records in your machines and benefiting us both equally.

We shall try to supply a repertoire covering a wide range, for all types of locations. Not too much sweet, not too much swing, but a diversified saleable portion of each. We are striving for the same type of balance with our artists. We know that names mean volume take; we also know that new talent is the lifeblood of the industry. In other words, our aims are your aims—and we will make your aims ours.

Being fully cognizant of the fact that record quality is of the utmost importance to automatic music operators, I wish to say that in our opinion M-G-M will turn out quality records! It is our belief that they will be as good as any, and better than some.

Modern Music RECORDS

HADDA Brooks



VOCAL....#146
"YOU-WONT
LET-ME-GO"
BACKED BY
"BASIN STREET BLUES"



JERRY BRENT
20-508 "NO NAME JIVE"
DAQ-I-AND-II
20-510 "TEMPTATION"
BACKED BY "ROLL'EM"

SENSATIONAL
HILLBILLY
JOLE
20-511

JIM-WYNN'S
"JUST
IN CASE
YOU CHANGE
YOUR MIND"
20-506

ALL 20-SERIES RETAIL FOR .75

Modern Music RECORDS

Dept. 678 So. Vermont, Los Angeles 5

TARAN DISTRIBUTING CO.

201 1/2 Lucky Street
Atlanta, Georgia

J. F. BARD

414 South Franklin
Chicago, Illinois

M. S. DISTRIBUTING CO.

1350 East 61st Street
Chicago, Illinois

MUSIC SALES CO.

303 North Peter Street
New Orleans, La.

BECKER NOVELTY CO.

97 Dwight Street
Springfield, Mass.

Pen-American Record Distributors

11721 Linwood
Detroit 6, Mich.

COMMERCIAL MUSIC CO.

827 East 12th Street
Kansas City, Mo.

COMMERCIAL MUSIC CO.

510 North Sarah Street
St. Louis, Mo.

MODERN MUSIC DISTRIBUTORS

Runyon Sales Co. of N.Y., Inc.

593 Tenth Avenue
New York 18, N. Y.

DAVID ROSEN

855 North Broad Street
Philadelphia, Pa.

MUSIC SALES CO.

680 Union Avenue
Memphis, Tenn.

M. B. KRUPP

506 No. Kansas
El Paso, Texas

STANDARD MUSIC

DISTRIBUTORS

1913 Leeland
Houston, Texas

COMMERCIAL MUSIC

425 Plumb Street
Cincinnati, Ohio

MANGOLD DISTRIBUTORS

1020 Hollins Street
Baltimore, Md.

RECORD SALES CO., INC.

2117 Third Avenue N.
Birmingham, Ala.

JACK GUTSHALL

1870 Washington Blvd.
Los Angeles 7, Calif.

MELODY SALES CO.

369 Sixth Street
San Francisco, California

C. & C. DISTRIBUTING CO.

902 4th Avenue,
Seattle, Washington

DAVIS SALES

1010 7th Street
Denver, Colorado

TARAN DISTRIBUTING CO.

90 Diverside Avenue
Jacksonville, Fla.

TARAN DISTRIBUTING CO.

170 N.W. 23rd Street
Miami, Fla.

University Records Sells Trade Direct



JIMMIE RICHARDS

LOS ANGELES—Something new in record sales policy has been instituted here by University Recording Company, Inc. with the announcement that they are now selling their platters direct to the trade via mail order and eliminating a distributor's profit which they are passing on as a saving to the purchaser.

Thus, under present sales policy, their disks, which carry a 75c list, are made available to the trade for 37½c, a 50% discount in lieu of the usual 40%.

That the firm is all out to register with phonomen is apparent from a recent announcement issued by the diskery, claiming a 23% shellac content in their pressings, which, they say, have been tested to give better than 250 plays.

Jimmie Richards, president of University, has been in the music field for many years. A veteran of the Majestic circuit, he headed his own orchestra which was billed as "Jimmie Richards And His Southerners." In addition, he is an established songwriter and, during the past few years, has produced and written a number of radio programs.

His background of 21 years in music and songwriting prompted him to organize the University Recording Co. and University Publishing Company, Richards said. In his announcement, he declared that his objective is to give unknown songwriters their well deserved "break," as he feels "there are a great number of songs written from the heart, with more music appeal than a great number of songs written by the professional writers of today."

M-S Named Aladdin Distrib For Illinois

CHICAGO — M-S Distributors has been appointed exclusive distributors of Aladdin Records for the state of Illinois, it was announced here recently by Milt Salstone, head of M-S.

Appointment of the firm to handle the line here is expected to boost the importance of the label in this territory, since Salstone is well known to the contrade and carries heavy experience with wax merchandise.

The label, best noted for its big race appeal, looks forward to heavy action thruout the state, one of the better areas of the nation for the material they offer.

BMI Pin-up Sheet

Hit Tunes for February

(On Records)

ANOTHER NIGHT LIKE THIS (Marks)

Dick Haymes—Dec. 23731 • Desi Arnaz—Vic. 20-2052 • Hal Derwin—Cap. 336
Herb Kern-Lloyd Sloop—Tempo 984 • Hal Winters-Jose Morand—Apollo 1034
Don Alfredo—Pan-Amer 076

BEST MAN, THE (Vanguard)

Les Brown—Col. 37086 • King Cole Trio—Cap. 304 • Romo Vincent—Dec. 23749
Sunny Skylor—Mercury 5004

COFFEE SONG, THE (Valiant)

Louis Prima—Maj. 7191 • King Sisters—Vic. 20-1943 • Frank Sinatra—Col. 37089
Andrews Sisters—Dec. 23740 • Dorothy Claire—Enterprise 227

EV'RYBODY LOVES MY BABY, MY BABY (Goode)

Tex Beneke—Vic. 20-1914 • Pied Pipers—Cap. 279 • Three Suns—Maj. 7180
Gene Krupa—Col. 37078

(I LOVE YOU) FOR SENTIMENTAL REASONS (Duchess)

Eddy Howard—Maj. 1071 • Charlie Spivak—Vic. 20-1981 • Ella Fitzgerald—Dec. 23670
Dinah Shore—Col. 37188 • King Cole Trio—Cap. 304 • Art Kassel—Vogue 781
Fran Warren—Cosmo 514 • Brown Dots—Monor 1041 • Skip Strahl—Emerald 106

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell Porgie)

Mills Brothers—Dec. 23638 • Hal Derwin—Cap. 288 • Les Brown—Col. 37066
Herbie Fields—Vic. 20-1962 • Hal McIntyre—Cosmo 507 • Ray Herbeck—Four Star 1132
Shep Fields—Vogue 764 • Tommy Ryan—Famous 7004

I'LL NEVER LOVE AGAIN (La Borrachita) (Peer)

Dinah Shore • Xavier Cugat—Col. 37090 • Andy Russell—Cap. 20035 • Desi Arnaz—Vic. 20-2020
Tito Guizar—Mercury 5006

IT'S ALL OVER NOW (BMI)

Peggy Lee—Cap. 292 • Charlie Spivak—Vic. 20-1981 • Russ Morgan—Dec. 18922
Three Suns—Maj. 7205 • Orrin Tucker—Musicraft 15091 • Vera Mossey—Diamond 2039
Frankie Carle—Col. 37146 • Connie Haines—Mercury 3034 • Jack McLean—Coast 8007
Jimmy Palmer—Arvid 7050

MANAGUA, NICARAGUA (Encore)

Freddy Martin—Vic. 20-2026 • Guy Lombardo—Dec. 23782 • Kay Kyser—Col. 37214
Gordon Trio—Sonora 3032 • Two Ton Baker—Mercury • Dick Peterson—Enterprise*

OPEN THE DOOR, RICHARD (Duchess)

Three Flames—Col. 37268 • Count Basie—Vic. 20-2127 • Jack McVea—B & W 792
Bill Samuels—Mercury 8029 • Louis Jordan—Dec. • Charlie Spivak—Vic. • Pied Pipers—Cap. *

RICKETY RICKSHAW MAN, THE (Peer)

Eddy Howard—Maj. 7192 • Two Ton Baker—Mercury 3047

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

Vaughn Monroe—Vic. 20-2095 • Frankie Carle—Col. 37222 • Monica Lewis—Sig 15068
George Towne—Sonora 2002 • Billy Butterfield—Cap. • Blue Barron—M.G.M.*

WHAT MORE CAN I ASK FOR? (London)

Guy Lombardo—Decca 23782 • Jack McLean—Coast 8003

*Soon to be released

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

"We're In This Together...."



By Tom Saffady

President, Vogue Recordings, Inc.

It is indeed a pleasure and an honor to be asked by *The Cash Box* to direct a personal message to you, the Automatic Phonograph Operators.

In my association with you and your allied businesses I have come to know you as one of the most 'live-wired' and alert groups of businessmen now operating in the entertainment field. Your problems are many and complex but you have met them with resolution and industry.

Unfortunately, by the very nature of your business, you are reduced to a large group of individuals, all operating more or less "on your own hook." This situation makes it difficult to have your ordinary problems known to the record industry except through isolated articles and letters published in *The Cash Box* and similar publications.

I feel that it is necessary for the record manufacturer to be cognizant of your problems. I feel this so strongly that I have made it my avowed personal program as President of Vogue Recordings Incorporated to keep in mind your importance to our industry and to help you lick the elements that are now operating to your disadvantage. I shall seek new ways to make your business a more pleasant and profitable one (for after all, we're all in this together).

I want to thank you for your splendid reception of our record in its first year and want to assure you that we shall continue to improve our product to your advantage.

Best of luck and a prosperous 1947 to the Automatic Phonograph Operators and all their associated industries.

Musicraft Lists Reps For Chi Show

NEW YORK—Musicraft Records, one of the first independent labels to be awarded an associate membership in Coin Machine Industries, Inc., announced this past week that at least three members of the firm would be present to man their display booth at the Hotel Sherman.

Mentioned were Lee Savin, sales manager, Harry Sultan, president of Musicraft's distributing organization in this city, and Oliver Sabin, vice president in charge of sales.



Signature

SETS THE PACE WITH FOUR

SURE-FIRE HITS

FOR YOUR JUKE-BOX...DON'T MISS THEM!

MONICA LEWIS

SIG 15068

I'M GONNA BE A BAD GIRL

WE COULD MAKE SUCH BEAUTIFUL MUSIC TOGETHER

Monica Lewis with Ray Bloch and his Orchestra

BOBBY DOYLE

SIG 15067

THAT'S THE BEGINNING OF THE END

LOVE IS A RANDOM THING

(From "Toplitzky of Notre Dome")

Bobby Doyle with Roy Bloch and his Orchestra

JOHNNY BOTHWELL

SIG 15066

I WON'T PROMISE

Vocal by Claire Hogan and Johnny Bothwell

I'LL CLOSE MY EYES

Vocal by Don Darcy

JOHNNY LONG

SIG 15064

LAST NIGHT ON THE BACK PORCH

(I Loved Her Best of All)

Vocal by the Long Beachcombers and Band

HOW ARE THINGS IN GLOCCA MORRA

(From "Finian's Rainbow")

Vocal by Francey Lane and the Long Beachcombers

Signature records

DISTRIBUTED BY
GENERAL ELECTRIC
SUPPLY CORPORATION

Hillbilly Is Our Business



By **SIDNEY NATHAN**
President, King Records Dist. Co.

The entire staff of the King Record Distributing Company welcomes you to the Coin Machine Industries Convention and may you all have a pleasant and successful stay in Chicago.

To you, the juke box operators of America, we offer our most sincere thanks for playing such a great part in the phenomenal growth of our company.

Less than two years ago King pressed its first record and today we have the largest hillbilly catalogue in the world, and have become the number one manufacturer of hillbilly, western and folk phonograph records.

Speaking of number one . . . that, coincidentally, is the number of our display booth in the main exhibition hall of the Sherman Hotel. We are anxious for each of you to pay us a visit and talk over any problems of the business. Your suggestions, as always, will be deeply appreciated. Remember . . . booth number one in the main exhibition hall.

Now a word about hillbilly music. More and more the operators are realizing that hillbilly, western and folk records pay off and are becoming stiff competition to pop platters. Better song material, excellent musicianship and trained voices are largely responsible for this rise in popularity. The so-called hillbilly music has found its place in American music. It is American music.

The King Record Company is constantly on the lookout for new outstanding talent and our recording sessions are held at key cities throughout the country. We were the first company to specialize in hillbilly, western and folk music. King was first with such tremendous hits as "Filipino Baby," "Rainbow At Midnight," "Hillbilly Boogie," "Freight Train Boogie," "Steel Guitar Stomp" and many others. We have brought many new artists into the field that have become stars overnight.

The King Record Company is self sustaining in production. We operate our own mill room for the manufacture of biscuits, have one of the most modern and efficient plating departments in the country and maintain a round the clock schedule in our press rooms. In addition we have a complete printing plant.

Our engineering department is constantly striving for better quality and longer life of record. After two years of development we will put up our label against that of any other company for quality, tone, and longevity.

Record Roundup, our monthly publication, is the only magazine of its kind that offers complete and unbiased coverage of the hillbilly, western and folk field. It is distributed to record retailers throughout the country for free pickup by the customer. You will receive a souvenir copy at the convention.

We would like to thank *The Cash Box* for this opportunity to address the Coin Machine Industries.

Happy convention and we'll be seeing you there.

EXCELSIOR RECORDS



Proudly Presents

Mr. "FIVE by FIVE"

JIMMY RUSHING

"THE BLUES KING" Singing
TWO OLDIES AND TWO
NEW HITS

Accompanied by
JIMMY MUNDY & His Orch.

EXCELSIOR No. 503

"I'VE GOTTA HAVE YOU, THAT'S ALL"

Backed by

"I WANT A LITTLE GIRL"

EXCELSIOR No. 502

"GOOD MORNING BLUES"

Backed by

"THURSDAY BLUES"

"Going Strong — A Real Nickel Magnet"

EXCELSIOR No. 501 — BUDDY BANKS SEXTETTE

"HI-JINKS BLUES" Backed by "NAME IT AND CLAIM IT"

EXCELSIOR No. 142 — JOHNNY OTIS & HIS ORCH.

"HARLEM NOCTURNE"

ORDER FROM

EXCELSIOR DIST. CO.
1065 N. Fairfax Ave.
Hollywood, Calif.

WM. AMMAN DIST. CO.
115 Olive St.
Shreveport, La.

RECORD SALES CO.
2117 - 3rd Ave.
Birmingham, Ala.

RUNYON SALES CO.
593 - 10th Ave.
New York, N. Y.

MUSIC SALES CO.
680 Union Ave.
Memphis, Tenn.

M-S DIST. CO.
1350 E. 61st St.
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1065 NO. FAIRFAX AVENUE, HOLLYWOOD 46, CALIF.

(Phones: RO. 8375 - GL. 5597)

PINKY TOMLIN & HIS ORCHESTRA IS BACK
and University's Got Him on 4 Great Juke Box Naturals . . .

"20c Cotton—80c Meat"

How in the World Can a
 Poor Guy Eat?



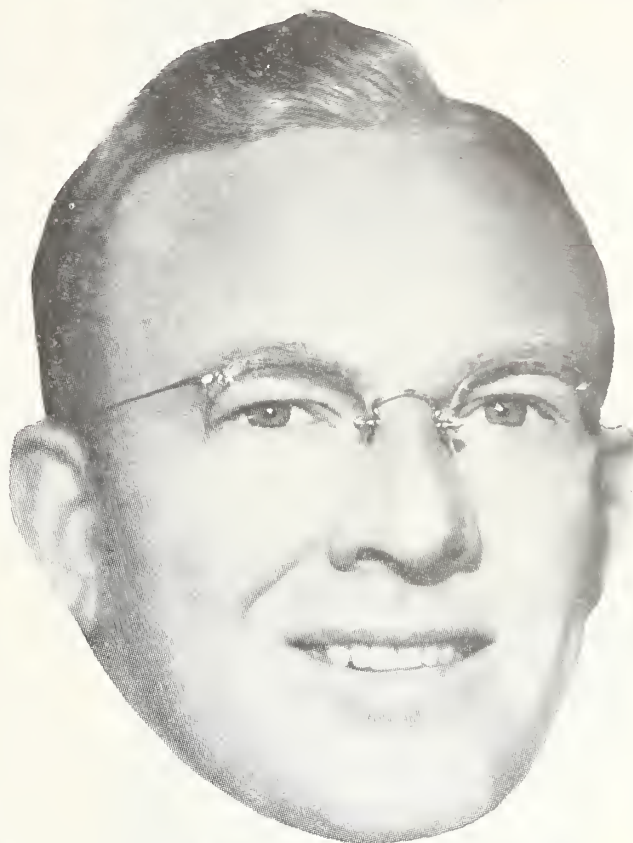
K-516



"Object of My
 Affection"

From the New Movie

"The Fabulous Dorseys"



"My Heart Goes Crazy"

From the New Picture of
 The Same Name



K-517



"Ragtime Cowboy Joe"

"An Old Favorite with a
 Modern Beat"

**The Only Record Mail Order Firm Selling Direct — We Can Handle Your
 Order for One or One Million Records**

YOUR PRICE 37½c ON A 75c SELLER

WIRE — WRITE — PHONE TO-DAY

UNIVERSITY RECORDING CO.

7870 SANTA MONICA BLVD.

HOLLYWOOD 46, CAL. Tel: HO. 8371-72

IMPERIAL RECORD CO.

Proudly Announces

ITS ENTRY INTO THE "RACE" FIELD

DICK LEWIS

AND HIS HARLEM RHYTHM BOYS

Featuring TUCKER WILSON and HIS PIANO (formerly with Duke Ellington)

**No. 5001 HURRICANE BOOGIE
 8 O'CLOCK STOMP**

THIS IS THE HOTTEST JUMP & JIVE TO EVER HIT THE JUKES

DISTRIBUTOR INQUIRIES INVITED

WIRE — WRITE — PHONE

HOLIDAY DISTRIBUTING CO.

137-139 N. WESTERN AVENUE

LOS ANGELES 4, CALIF.

(Phone: GL. 0665)

1947-The Turning Point Year



By Paul E. Southard
Vice-President

Columbia Recording Corp.

As music machine operators gather for their first postwar convention, there is, happily, an industry-wide inclination to look at 1947 as the "turning point year". In the months that lie immediately ahead, new instruments will be forthcoming in larger quantities and more records will be available to operators than ever before. This means more business for the smart phonograph operators who realize that they are no longer in a sellers' market and keep their machines loaded with the "Hot" numbers, eliminating all "Dogs".

For those operators who have gone back to fundamentals, there is no limit to the development of their businesses. We are certain that the music machine operator will be a more important factor in our business than ever before. We expect our business in 1947 will be at least double 1946. When you realize that 1946 was far and away the biggest year in the relatively brief but eventful history of Columbia Recording Corp. then you know that we're not talking about "peanuts" in '47. Playing a vitally important part in our plans for this year will be you, the music operator, from whom we expect to realize not a small part of our anticipated 1947 increase.

We believe that during 1946 Columbia, by retaining the 50 cent price for pop records, became increasingly important to the music operator and, surely, the music operator is becoming increasingly important to us. We have long believed and, more importantly, we have actively practiced, a policy of low prices for phonograph records. We pioneered fifty cent popular records. Today, despite rising costs, we still market Columbia popular records at 50 cents. We will continue to retain this price just as long as our costs permit. And at this low price we continue to improve our quality and the length and strength of our artist list. As the operator, motivated by these factors, turns more and more to Columbia, he will become an increasingly important part of our business.

I should like to use the good offices of *The Cash Box* to invite you to visit our display while you are in Chicago and to extend to you my belated but sincere New Year's greetings and my best wishes for a prosperous 1947!

Aladdin

THE RECORD THAT Pays
BECAUSE IT Plays

America's Greatest
RACE LABEL!!

GET OPERATOR-HAPPY WITH Aladdin's
All-Time Money-Makers

**"JUMPING WITH
SYMPHONY SID"**
#163

**LESTER
YOUNG**
(ESQUIRE AWARD
WINNER)

**"RUGGED
ROAD"**
#172

EXCITING "BLUES"
SUNG BY
**WYNONIE
"Mr. Blues"
HARRIS**

**"DRIFTING
BLUES"**
#112

JOHNNY MOORE'S
3 BLAZERS
(VOTED GREATEST
RACE RECORD
OF YEAR)

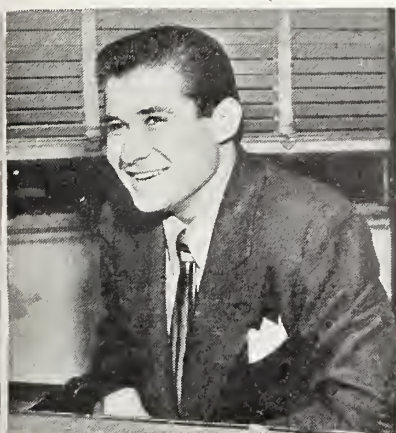
**"OPERATION
BLUES"**
#174

SENSATIONAL
NEW "BLUES" STAR
**AMOS
MILBURN**

See the
ALADDIN REPRESENTATIVE
IN THE A. M. I. BOOTH

Aladdin
RECORDINGS
IN HOLLYWOOD

Prosperous Year Ahead!



By BOB THIEHLE
President, Signature Records, Inc.

To the music operators and the industry I extend my greetings at the first convention in five years. The year of 1947 will undoubtedly see, not only a continued, but an even greater volume of sales in the record business. Since the coin machine and the record company complement each other, it looks like a prosperous future for all concerned.

True to our policy to make the music operator's job easier, and make more appealing displays, we are the first to restore title strips. They are available in unlimited quantity to all operators and are part of our releasing systems.

We have taken into consideration the valuable criticism of music operators concerning the coupling of the tunes. Quite often it has been the custom for one good record to sell on its merit alone while the reverse side was almost completely neglected. We have adopted the policy of coupling two hit tunes on one record so that the operator can alternate the sides to obtain maximum playing time for each disc.

The quality of a record has always been of primary importance to us. The great pains that we have undergone to achieve a high quality product have been well worth the effort. Impartial coin machine operators have written us, without solicitation, to tell us that after repeated playings, the record is still in excellent condition and reproduces as though it were new.

Signature records will be well represented at the convention in Chicago. Our representatives will be available at the Sherman Hotel in their suite and extend a hearty welcome and standing invitation to drop in and join the party.

Music Op Market Always A Factor



By GLENN WALLICHs
Executive Vice-President & Gen'l Mgr.
Capitol Records, Inc.

From the beginning, Capitol Records has maintained an operating policy to service music operators in the best way possible.

This policy provides that juke box operators have the same status as dealers. They are invited to purchase records and record supplies directly from our distributors on that basis. It is believed this is the most effective arrangement possible.

That policy was maintained throughout the war and still exists. Its value is indicated in the comments we have had from operators who felt the procedure was well worth while.

A check of our current and future release schedule shows a number of records especially valuable to operators. You may be sure that needs of the operators are given full consideration in all stages of our planning.

We are anxious to give operators just the service they need. We will always aim at a high level of service for your industry. Hence, we will appreciate comments and suggestions from operators.

I wish to extend greetings of the entire Capitol organization to all branches of the Coin Machine Industry.

Play a
WINNER

EDDY HOWARD

Winner of

YEAR'S TOP DISC
JOCKEY RECORDS

YEAR'S MOST
PLAYED RECORDS
ON JUKE BOXES

Also

"OSCAR" AWARD
WINNER

THE BEST ORCHESTRA
IN 1946

Presented by

CASH BOX MAGAZINE

EDDY

Now Gives You

2

MONEY MAKERS
FOR 1947

"MY BEST TO YOU"
The Sweetest Song in Years

COUPLED WITH

"MISSOURI WALTZ"
That All Time Favorite

A Terrific Entry
that Can't Miss!

MAJESTIC RECORD No. 1074

PUBLIC REACTION RATES THIS
EDDY HOWARD DOUBLE HEADER
AS "TOPS" IN EVERY WAY

Al Dexter & Columbia Get "Oscars"



His "Guitar Polka" having been voted the "Best Western Record of 1946" in the recent poll conducted by *The Cash Box* of the nation's music operators, Al Dexter displays the trophy awarded him by Art Satherley, Columbia Records' vice president in charge of country, folk and race music, following the presentation ceremony held in Los Angeles. In the

accompanying photo at right, Bill Gersh, publisher of *The Cash Box*, is seen with Mannie Sachs, center, Columbia vice president, who received an "oscar" awarded the record company for having produced the prize winning "Guitar Polka." Bob Austin, also of *The Cash Box*, is at his right. The latter presentation was made in New York.

"Congratulations On The Convention Of '47"



By Harry C. Kruse
Vice-President in Charge of Sales
Decca Records, Inc.

It is especially pleasing to be able to greet the operators of the Coin Machine Industry and congratulate them on the opening of their first post-war convention in Chicago.

But then it's never tough for us here at Decca to prepare a message to the operators of Coin Machines. Probably, this is because we are never out of touch with these men who have done so much to further the record industry. There is never a day that passes when we, here in New York, or our representatives all over the United States are not trying to find ways in which our company and the operators can mutually benefit one another.


And we know, because we operate through our own branches, and our own Decca men, just how best to gratify the operator's desire for hit songs, for service and for the assurance of fair play that he must have to carry on his business when production is still less than demand.

We feel that it was not simply flattery when so many of these men told us during the past year "Decca kept us in business" and for that we are more than grateful. Let it be our privilege then, to give full assurance that the factors that make their industry and our industry so closely akin will continue to be serviced fully, honestly, and thoughtfully by Decca.

Again, congratulations to the Convention of 1947 . . . may it herald the beginning of the biggest year we have ever known.

New Disk Firm Will Specialize On Standards

NEW YORK — Rainbow Records, a new label, has set up a program that will concentrate on only two issues—the building of a standard catalogue and the production of special albums. Full details of the new outfit's program will be revealed at a later date by Harry Fromkes, president. Other officers of Rainbow are Herb Hendler, vice president in charge of recordings, and Eddie Heller, vice president in charge of sales.



BLACK & WHITE

NOW
the original

MOST PLAYED ON AIR IN LOS ANGELES
BEST SELLING POPULAR RECORD IN LOS ANGELES
MOST PLAYED JUKE BOX RECORD IN LOS ANGELES
SWEEPING THE COUNTRY—GET YOURS NOW
backed by **LONESOME BLUES**

record no. 792

OPEN THE DOOR, RICHARD!



HEAR
JACK McVEA
Play
Open the Door,
Richard!
On YOUR juke boxes
too!
Open YOUR door to
the biggest take
of the year!

JACK McVEA AND HIS ALL STARS

Order Now

Black & White Recording Co., Inc.
4910 Santa Monica Blvd., Hollywood 27, California

Catapulted To Fame



DUSTY FLETCHER

NEW YORK—Twenty-three years of presenting his "Open The Door, Richard," comedy routine on stage and nite club boards all over the country suddenly exploded in what looks like a jackpot of gold for Dusty Fletcher, veteran Negro comic. Short-

ly after it was released on wax by Jack McVea on the Black & White label, it leaped to tremendous demand on the West Coast. Dusty's version, released by National Records, appeared shortly thereafter, and now it appears as tho "Open The Door, Richard" will open the door to greater fame and fortune than Dusty has ever before known. Demand for the record is reported mushrooming in every city of the nation.

Ted Weems' "Heartaches" No. 1 in Charlotte

NEW YORK — Reports from music operators located in Charlotte (N.C.) indicate the unanimous choice of Ted Weems' seven-year old "Heartaches," which he waxed for Decca, as their No. 1 disk on the phono

Quizzed by *The Cash Box*, Decca execs headquartered here declared

the situation was as surprising to them as to anybody, and what was more, it was added, the disk appears to be catching hold in many other Southern areas

Prior to the sudden surge in demand, the disk hadn't been pressed in quantity for years.

"... tavern locations would do well to get a batch of these disks."

THE CASH BOX—Jan. 20, 1947

TOP 1151

"Heart Of My Heart"

"And The Band Played On"

TOP 1148

"I Used To Love You"

"You Tell Me Your Dreams"

DICK KUHN ORCHESTRA

• Ops with routes that run heavy with tavern locations that serve as meetin' places for the neighborhood's oldsters would do well to get a batch of these disks by the Dick Kuhn ork. A vocal trio warbles the lyrics to these memory-stirring ditties and all concerned catch the mood to offer the melodies as strong standards for all members of the trade who have spots for 'em.

Other All-Time Standards By DICK KUHN & ORCH.

TOP No. 1150

"CHI-CHI-RI-GU"

"PUT YOUR ARMS AROUND ME, HONEY"

TOP No. 1149

"MY DARLING"

"IS THAT THE WAY TO TREAT A SWEETHEART"

TOP No. 1145

"THE DOG CATCHER MAN" (Polka)

"GIVE ME THE MOON LIGHT, GIVE ME THE GIRL"

TOP RECORDS, INC.
1674 BROADWAY NEW YORK 19, N. Y.

YOU'LL BE GLAD

YOU LOOKED US UP AT THE
CHICAGO COIN MACHINE SHOW — FEB. 3, 4, 5 & 6

MILLS INDUSTRIES DISPLAY HOTEL CONTINENTAL

WHERE YOU WILL RECEIVE A SAMPLE RECORD

AND INFORMATION ON
THE HOTTEST JUKE-
BOX RECORD GOING.

Courtesy of

**MODERN MUSIC SALES
CORP.** 10th AVE. at 45th ST.
NEW YORK CITY AND

Vogue
THE
PICTURE RECORD

it's KENTON in '47

Reprinted from The Cash Box
Week of January 6, 1947

Kenton To Make Disk Series For Jukes

NEW YORK—Stan Kenton, whose well known musical styling known as "Artistry In Rhythm" has been successfully received by many members of the trade, will issue a juke box series especially for the phonos, it was announced this past week by Walter Rivers, Eastern representative for artists and repertoire for Capitol Records.

According to Rivers' statement, Kenton will make 24 sides this year, twelve of which will come under the juke box category. For the trade Kenton is planning disks featuring popular romantic ballads backed by rhythm novelties created and intended only for juke box consumption. In so doing, he hopes to present a platter to the music operator that can be used successfully in divergent kinds of locations.

This move, said to be the first of its kind to have ever been attempted by an artist so far as presenting custom made music for the trade is concerned, is expected to achieve a highly favorable reaction from musicians who have long sought records especially fitted to the requirements of a juke box operation.



— ON  **RECORDS**

P. S.

Watch for the first of this Series to be released Feb. 10

"HIS FEET'S TOO BIG FOR THE BED"

(A Calypso Novelty)

Backed by a warm, new ballad

"AFTER YOU"

(Introducing THE PASTELS — Kenton's New Vocal Quintet)

Artistry in Rhythm

STAN KENTON
and his Orchestra

Capitol's B'klyn Branch Opens Feb. 3rd

BROOKLYN, NEW YORK—On Monday, February 3rd, the doors of Capitol Records' newest addition to its fast growing distribution network will open here, it was announced this past week.

The branch will be managed by Louis Ferrara, well known to the cointrade in this area for his past association with other Capitol distributing points in neighboring territories.

The new branch, located in a recently constructed, modern building at 156 Prospect Avenue, will service

music ops and retailers headquartered in Kings, Queens, Nassau and Suffolk Counties, relieving the New York Branch of part of the ever increasing business load which it has been servicing since its establishment.

In this connection, John Coveney, the New York branch manager declared that as soon as conditions permit he would make arrangements for members of the trade to make over the counter purchases at intervals more frequent than current schedules allow.

CMI To Fete Stars At Celebrity Luncheon

CHICAGO — Claude Jarman, Jr., MGM juvenile star, will make a personal appearance at the Coin Machine Industries Show on Monday, February 3. He will bring with him "Flag," the deer, who plays such an important part in the MGM picture "The Yearling" in which Claude is starred. Both will be on hand for the Celebrity Luncheon being held on Tuesday, Feb. 4, in the College Inn.

**BOOTH
No. 1**

Invites all Juke Box Operators

TO DROP IN FOR A VISIT AT THE

**COIN MACHINE INDUSTRIES CONVENTION
IN CHICAGO**

Remember, booth Number One, where you will be greeted by the Number One manufacturer of Hillbilly Records in America.

**FIRST TO RECORD and POPULARIZE
THE FOLLOWING SMASH HITS**

- ★ FILIPINO BABY ★ RAINBOW at MIDNIGHT
 - ★ HILLBILLY BOOGIE
 - ★ FREIGHT TRAIN BOOGIE
 - ★ NEW PRETTY BLONDE (NEW JOLE BLON)
- and many others.*

KING RECORD DIST. CO.
1540 BREWSTER AVE. CINCINNATI 7, OHIO

RECORD RELEASING CORP. RECORD RELEASING CORP. SUPERIOR DISTRIBUTING CO.
911 Comp St. Dallas 2, Texas 1317 N. Bkwy., Okla. City 3, Okla. 1006 W. Washington Blvd.
Distributors for Tex., La. & Ark. Distributors for Okla. and Kansas Los Angeles 15, Calif.
Distributors for West Coast

FROM

Paramount Pictures'

"LADIES MAN"

Score by

JULE STYNE & SAMMY CAHN

COMES TWO OF THE NATION'S OUTSTANDING BALLADS

"WHAT AM I GONNA DO ABOUT YOU"

Read What "THE CASH BOX" Says of these two recordings

MARGARET WHITING

CAPITOL No. 350 — "DISK O' THE WEEK" —
"Okay, grab it! . . . a first class romantic ballad
and Meg gives it enough life to lift it right up to
the best that should be expected of it . . ."

PERRY COMO

VICTOR No. 20-2103 — "as done here by Perry
Como, the platter is something the trade should
certainly get next to . . . by all means give it a
listen."

WATCH FOR THESE RELEASES BY YOUR FAVORITE ARTIST

BOB CROSBY — Decca
HARRY JAMES — Columbia

SKIP FARRELL — Mercury
JOAN EDWARDS — Vogue

TO BE RELEASED FEBRUARY 1st

"I GOT A GAL I LOVE"

(In No. and So. Dakota)

Recorded By
FRANK SINATRA on Columbia

FAMOUS & PARAMOUNT MUSIC PUBLISHING CO.

1619 BROADWAY

NEW YORK 19, N. Y.

Pineapple Entertains Vets

NEW YORK — Johnny Pineapple, popular Hawaiian maestro and Mercury recording artist, is donating, at his own expense, 126 albums of his "Along The Pineapple Trail" to Veterans Hospitals throughout the country.

When learning of the acute need for music, records, and entertainment, Johnny immediately contacted the Red Cross and told them of his plans. Not only has he donated the albums, but Johnny also entertains at Vet Hospitals in the metropolitan district on Sundays, his only day off. Johnny informs *The Cash Box*, that any ops who have members of their family in a veteran's hospital, who need entertainment, to write him so that he can do his utmost toward that end.

Johnny is currently appearing at the Hawaiian Room, Hotel Lexington, this city.

'Richard' Booming in N. Y.

NEW YORK — As the demand for "Open The Door, Richard" threatened to break into the "sensational" bracket in this city, record distributors of the Jack McVea version, on Black and White label, and Dusty Fletcher's waxing for National, reported difficulty in meeting current orders.

Cosnat, National's distrib here, was said to be receiving and immediately selling out their allocation of 1500 disks daily, while Runyon Sales Co. of New York, Black & White outlet, were expecting 10,000 McVea copies by air to bolster their empty shelves.

A New Label — A New Song

YET OPERATORS KEEP IT IN THEIR BEST SPOTS 4-6 WEEKS AND MORE!

80% of all New York Operators have it and it's clicking wherever it goes!

**Don't Miss Out On This
Terrific Juke Boxer**

"HE KISSED HER WHERE SHE SAT"

Alvin 1012



**Ray
Herbeck's
Orchestra**

Lorraine Benson
Vocals Two
Full Choruses

**Backed by "A Blackberry's Red
When It's Green"**

TITLE STRIPS FREE

List Price 75c — Reg. Tr. Dis.

ORDER TODAY FROM

Frumkin Sales Co.	The Modern Melody
2418 Milwaukee Ave.	Center
Chicago, Illinois	127 Frazier Street
V. P. Distributing Co.	Findlay, Ohio
2336 Olive Street	The Record Sales Co.
St. Louis, Mo.	3511 N. Wallace Street
	Indianapolis, Indiana

or Direct From

ALVIN MUSIC CORP.

1650 BROADWAY, NEW YORK, N. Y.



GENE KRUPA

extends his

GREETINGS to the AUTOMATIC MUSIC OPERATORS OF AMERICA at their 14th ANNUAL CONVENTION at the SHERMAN HOTEL, CHICAGO

*... and would like to
remind you to stop at the
Columbia Records Suite
and have them play these
Juke Box "Naturals" ...*

"GOOD DAY"

THE STORY of the SLOW MOSQUITO"

"OPUS NO. 1"

"Valse Triste"

*Be sure to get your share for each and
everyone of your machines!
on Columbia Records*

Conventional Greetings and *Be Happy!*

SAYS

LOUIS PRIMA

*The Man who plays pretty
for the people*



Be sure and stop
at the MAJESTIC booth
and lend an ear to my latest recordings:

"MARGUERITA"

backed by

"BRIDGET O'BRIEN"

Majestic Record No. 1100

"ANNIVERSARY SONG"

backed by

**"THAT'S HOW MUCH
I LOVE YOU"**

Majestic Record No. 1107



**Note: If you think you made money with ANGELINA and ROBIN HOOD watch the
release sheets for**

"BACIAGLOOP"

You're really gona BE HAPPY with this one!

On MAJESTIC Records

Importance Of Phonos To Entertainment Industry Expected To Increase Tremendously In 1947

NEW YORK—The status of the individual music operator, and music operators in association, is expected to increase mightily as among the most influential factors affecting all industries which compose the entertainment world.

Always among the greatest exploitation mediums for the sale of records via retail outlets, the tremendous demand for home phonographs built up and pent up thru the war years is now rapidly developing into a sensational run on purchasing the equipment as fast as it can be built, set up on display, and delivered.

With increasing numbers of record players finding their way into the nation's homes, the spurt in demand for records is climbing to zenith proportions.

Every new record player in the home spells a demand conservatively estimated at 50 records for the first year. When the number of record players being purchased for private use is considered, the total potential record sales reaches staggering proportions.

And as these retail record sales increase, the proportion of records the music op market purchases decreases in ratio to the complete volume. For example, when the juke

box was born record purchases made by the members of this industry accounted for as high as 40% of total record sales with many record companies. Since the rise in popularity of record players for the home, built and fostered to a large extent by the juke box, that sales percentage has been on the decline.

But!

The importance of the juke box as a medium for record sales has spurted by leaps and bounds and is continuing to soar to new heights among its allied industries which compose the entertainment world. And here's why:

1. Whereas in former years the comparatively small number of home phonographs in use caused but a small minority of juke box listeners to have reason to purchase a record to which they were originally attracted on the machine, the increasing number of players going into homes is fast developing into a situation where just about every juke box listener represents a customer to the retail record outlets.

2. Thus it follows that the juke box, as the showcase of the record industry, will become even more actively sought as a plug medium by artists, music publishers, and the record manufacturers.

3. Importance of the machine to the artists is evident. If record sales in the nation are tripled, as leading observers conservatively estimate they will be, then an artist with a record can expect to net three times the figure he did with a click of equal magnitude in years past. (Where the sale of a record reached the one million mark in 1946, it was considered a "sensational" amount. Should the sale of home record players hit the figure they're expected to in the next two years, a big click record should be good for three million copies of the platter).

4. By the same token, the music publishers, who have in the past looked upon record royalties largely as "gravy" and as a plug supplement to their biggest profit source, which is in sheet music, can look to tripled record royalty incomes as a much more important profit source, and respect it accordingly. This, of course, in addition to the established fact that there is a direct and almost constant ratio between records and sheet music sales.

The record industry is growing to ever increasing prominence in the entertainment world, and with it in proportionate size the juke box grows to ever increasing prominence as the record industry's No.1 showcase.



Presents

A NICKEL FOR A MEMORY

Designed For Juke Box Play

JUST RELEASED on MERCURY No. 3051

by

SKIP FARRELL and the JIMMY HILLARD ORCHESTRA

Be sure to Visit the MERCURY RECORD BOOTH at the Convention and ask to have "A NICKEL FOR A MEMORY" played.

DUBONNET MUSIC PUBLISHING

1619 BROADWAY

NEW YORK, N. Y.

Congratulations

TO THE MEMBERS OF THE COIN MACHINE INDUSTRY

May The Coming Year Bring You Overflowing

CASH BOXES

OUR HITS WILL HELP!

Ben Ellison

HOLLYWOOD INTERNATIONAL RECORDS

985 MENLO LOS ANGELES 6, CALIF.



C.M.I. BLUE BOOK

2. Amusematic Lite League	99.50	195.00
xx. Atlas Baseball	35.00	49.50
5. ABT 6 Gun Rifle Rg	650.00	825.00
5. Bally Basketball	15.00	39.50
2. Bally Alley	15.00	40.00
xx. Bally Convoy	100.00	125.00
2. Bally Defender	74.50	110.00
xx. Bally Eagle Eye	49.50	
5. Bally King Pin	69.50	165.00
xx. Bally Lucky Strike	45.00	69.50
2. Bally Rapid Fire	65.00	129.50

7. Bally Sky Battle	54.00	149.50
xx. Bally Racer	50.00	60.00
5. Bally Bull Jap Con	40.00	
5. Bally Shoot the Bull	35.00	59.50
5. Bally Torpedo	99.50	129.50
2. Bally Undersea Raider	165.00	295.00

6. Bang A Deer	45.00	75.00
xx. Bell O Ball	30.00	
6. Bowl A Bomb	79.50	99.50
6. Bowl A Jump	165.00	
2. Bowl A Way	175.00	200.00
6. Bowling League	55.00	75.00
xx. Buckley DeLuxe Dig	75.00	
xx. Buckley Treas Is Dig	45.00	
xx. Casino Golf	14.50	19.50
2. Champion Hockey	49.50	94.50
5. Chicoin Goalee	125.00	289.50

2. Chicoin Hockey	79.50	165.00
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1. Chicoin Roll-A-Score	55.00	100.00
xx. Chester Pollard Golf	34.50	55.00
6. Circus Romance	45.00	99.50
xx. Cupid Wheel	60.00	69.50
6. Daval Bumper Bowling	39.50	79.50
xx. Daval U Roll It	44.50	
6. Evans Duck Pin Alley	99.50	189.50
5. Evans In the Barrel	69.50	110.00
1. Evans Super Bomber	149.50	199.50
xx. Evans Play Ball	89.50	100.00
5. Evans Ten Strike LD	35.00	40.00
2. Evans Ten Strike HD	40.00	69.50
5. Evans Ten Strike '46	135.00	235.00
5. Evans Tommy Gun	35.00	89.50
xx. Exhibit Bicycle	14.50	45.00
5. Exhibit Basketball	35.00	75.00
5. Exhibit Bowling Alley	39.50	59.50
2. Exhibit Card Vendor	22.50	29.50
5. Exhibit Hi Ball	25.00	50.00
5. Exhibit Merchantman Roll Ch Digger	45.00	79.50
2. Exhibit Rotary Mdsr	159.50	179.50
5. Exhibit Vitalizer	49.50	129.50
5. Genco Bank Ball	89.50	125.00
6. Genco Play Ball	79.50	115.00
5. Genco Total Roll	300.00	375.00
xx. Groetchen Mtn Climb	39.50	59.50
2. Groetchen Metal Typer	240.00	290.00
xx. Gottlieb Skee Ballette	25.00	45.00
1. Gott 3 Way Gripper '46	19.50	22.50
4. Hirsh Red Balls	229.50	279.50
2. Ideal Football	310.00	380.00
2. Jack Rabbit	199.50	375.00
5. Jenn Roll-in-the-Barrel	35.00	80.00
1. Keeney Air Raider	49.50	125.00

5. Keeney Anti Aircraft Br	25.00	49.50
5. Keeney Anti Aircraft Bl	15.00	35.00
6. Keeney Bowlette	65.00	150.00
6. Keeney Navy Bomber	65.00	100.00
5. Keeney Sub Gun	59.50	85.00
1. Keeney Texas Leaguer	20.00	49.50
5. Kirk Air Defense	85.00	125.00
6. Kirk Night Bomber	125.00	142.50
6. Keep Punching	25.00	50.00

5. Liberator	25.00	50.00
6. Midget Skee Ball DeLuxe	45.00	60.00
xx. Mills Rotary Digger	29.50	32.50
2. Mutoscope Ace Bomber	100.00	139.50
2. Mutoscope Dr Mobile	125.00	169.50

6. Mutoscope Elec Trav Crane	35.00	75.00
xx. Mutoscope Fan Ft Dig	39.50	79.50
5. Mutoscope Phootmatic	325.00	495.00
xx. Mutoscope Roll Front Cr	50.00	69.50
2. Mutoscope Sky Fighter	62.50	185.00

5. Mutoscope Hockey	25.00	55.00
6. Mutoscope Magic Fing	45.00	85.00
2. Mutoscope Pokerino	35.00	65.00
5. Munves Super Skee Roll	175.00	225.00
5. Munves Trap the Jap	60.00	

5. Pennant	35.00	
2. Periscope	79.50	109.50
6. Pitchem & Catchem	65.00	125.00
5. Pilot Trainer	395.00	500.00
6. Poker & Joker	25.00	52.50
xx. Radio Rifle	15.00	24.50

xx. Rockola Ten Pins LD	19.50	
xx. Rockola Ten Pins HD	35.00	50.00
xx. Rockola Tom Mix Rifle	25.00	39.50
5. Rockola World Series	45.00	60.00
6. Rockola Talkie Hrsp	40.00	100.00
6. Rock O Ball	35.00	75.00
2. Roll A Ball (Jafco)	200.00	335.00
2. Scientific Baseball	50.00	99.50
xx. Scientific Basketball	42.50	89.50
1. Scientific Batting Pr	60.00	89.50

6. See A Freak	35.00	89.50
5. Scientific X-Ray Poker	49.50	
2. Seeburg Chicken Sam	45.00	110.00
2. Seeburg Jap Con	55.00	69.50
6. Seeburg Jail Bird	50.00	

5. Seeburg Hockoy	35.00	75.00
5. Seeburg Parachute	45.00	94.50
1. Seeburg Rayolite	20.00	50.00
1. Seeburg Shoot the Chute	49.50	89.50
6. Selectorscope	75.00	139.50

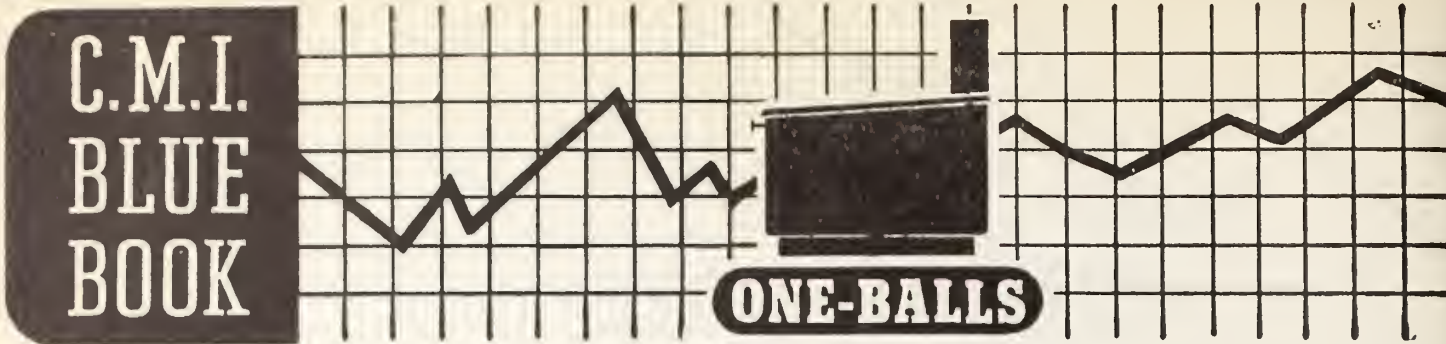
xx. Skee Barrell Roll	139.50	159.50
xx. Star Elec Hoist Dig	25.00	
6. Super Torpedo	49.50	100.00
5. Supreme Bolascare	149.50	250.00
2. Supreme Gun (Rev)	49.50	109.50

5. Supreme Skee Roll	60.00	129.50
6. Supreme Skill Roll	175.00	
6. Supreme Rocket Buster	50.00	110.00
5. Tail Gunner	30.00	49.50
5. Test Pilot	75.00	109.50

xx. Thunderbolt	149.50	169.50
xx. Victory Pool (Play Pool)	20.00	50.00
6. Victory Roll	110.00	165.00
5. Warner Voice Recorder	125.00	149.50
5. Western Baseball '39	20.00	37.50

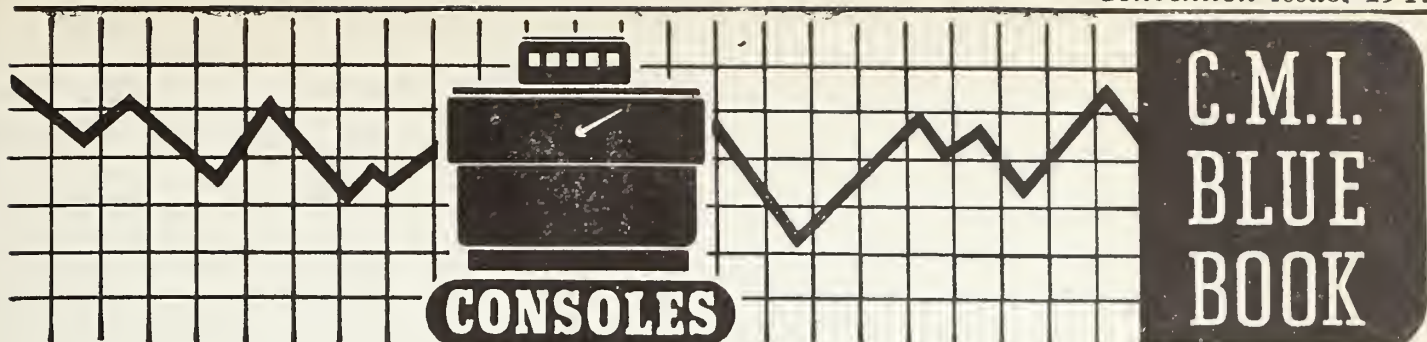
6. Western Baseball '40	35.00	99.50
5. Western Major League	55.00	125.00
1. Western Super Strength	32.50	42.50
5. Western Recordit	125.00	200.00
5. Wurlitzer Skee-ball	155.00	295.00

5. Whee Gee Mystic	85.00	169.50
6. Zingo	55.00	139.50



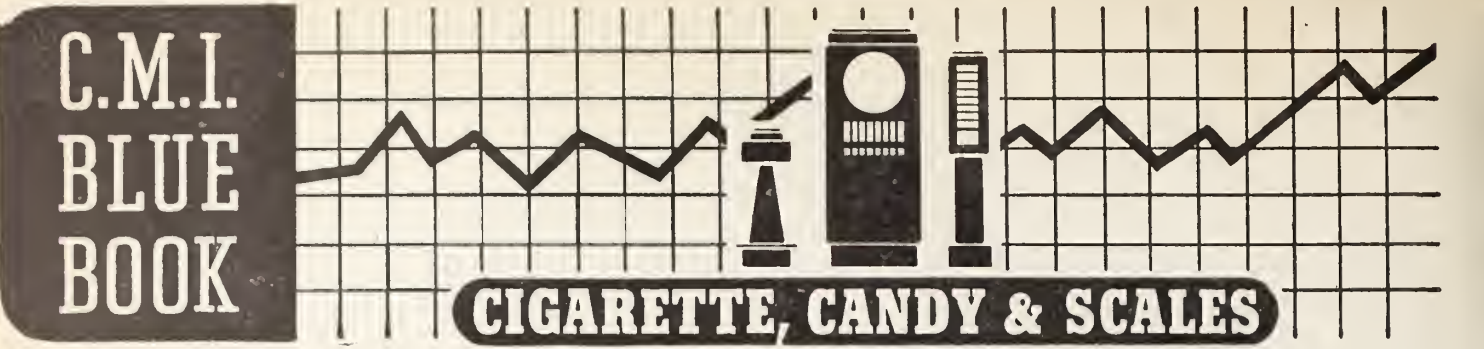
7. All American Derby Con	20.00	49.50
xx. Arlington	11.50	15.00
7. Aksaraben PO	19.50	35.00
7. Arrowhead	15.00	35.00
2. Big Game PO	35.00	79.50
1. Big Prize FP	20.00	42.50
7. Big Prize PO	15.00	34.50
5. Blue Grass FP	79.50	125.00
xx. Blue Ribbon PO	20.00	35.00
5. Challenger	30.00	49.50
4. Club Trophy FP	100.00	229.50
xx. Congo	19.50	29.50
7. Contest FP	35.00	65.00
1. Dark Horse FP	69.50	109.50
7. Derby King	30.00	65.00
2. Derby Clock PO	25.00	65.00
5. Derby Heat PO	20.00	32.50
5. Derby Time PO	20.00	65.00
7. Derby Winner PO	35.00	100.00
5. '41 Derby FP	109.50	209.50
2. Dust Whirls	89.50	129.50
1. Eureka	10.00	29.50
6. Feed Bag PO	20.00	
7. Flasher PO	20.00	35.00
7. Fleetwood	10.00	24.50
5. Flying Champ	15.00	35.00
5. Fairmount	89.50	200.00
2. Fair Grounds PO	15.00	24.50
5. Fast Track	10.00	29.50
5. Five in One FP	10.00	30.00
5. Fortune FP	55.00	125.00
7. Gold Cup	10.00	30.00
2. Grand National	20.00	42.50
2. Grand Stand PO	15.00	34.50
7. Gold Medal PO	10.00	25.00
7. Hawthorne PO	10.00	49.50
5. Horseshoes PO	10.00	35.00
2. Jockey Club	150.00	250.00
5. Kentucky	120.00	189.50

2. Long Acre	169.50	299.50
5. Long Shot PO	115.00	149.50
5. One Two Three '39 FP	15.00	29.50
5. One Two Three '40	20.00	37.50
6. One Two Three '41	39.50	75.00
5. Owl FP	29.50	69.50
7. Pastime (Rev)	89.50	175.00
7. Preakness PO	15.00	22.50
2. Pacemaker PO	15.00	34.50
2. Pimlico FP	139.50	225.00
7. Pot Shot	10.00	39.50
5. Race King (Rev)	35.00	49.50
2. Record Time FP	75.00	129.50
4. Rockingham	105.00	169.50
1. Santa Anita	59.50	75.00
7. 7 Flasher FP	35.00	64.50
7. Sport Event FP	89.50	129.50
1. Sky Lark FP & PO	59.50	99.50
5. Sport Special FP	75.00	115.00
xx. Sport Page PO	20.00	
6. Spinning Reels PO	20.00	39.50
1. Sport King PO	69.50	105.00
7. Stepper Upper PO	15.00	50.00
6. Sportsman (Rev)	49.50	100.00
7. Track Record	20.00	75.00
7. Thistledown	15.00	35.00
1. Thoroughbred	179.50	219.50
5. Turf Champ FP	49.50	69.50
xx. Turf Special	15.00	
5. Turf King	90.00	125.00
7. Victorious 1943 (Rev)	15.00	45.00
6. Victorious 1944 (Rev)	25.00	70.00
7. Victorious 1945 (Rev)	35.00	109.50
7. Victory FP	10.00	25.00
6. War Admiral (Rev)	15.00	85.00
1. Whirlaway (Rev)	45.00	135.00
2. Winning Ticket	20.00	59.50
7. Zipper	10.00	29.50



1. 5c Baker's Pacer DD	175.00	199.50
6. CS Baker's Pacer DD	195.00	425.00
6. 25c Baker's Pacer DD	245.00	495.00
6. 5c Baker's Pacer Std	55.00	145.00
6. CS Baker's Pacer Std	185.00	425.00
6. 25c Baker's Pacer Std	225.00	350.00
xx. Bally Entry	22.50	
6. Bangtails '39	35.00	50.00
6. Bangtails '40	45.00	65.00
6. Bangtails '41	55.00	85.00
5. Big Game PO	49.50	89.50
1. Big Game FP	75.00	89.50
5. Big Top PO	49.50	100.00
1. Big Top FP	95.00	100.00
6. Bob Tail PO	49.50	79.50
5. Bob Tail FP	36.00	99.50
6. Buckley 7 Bells	89.50	145.00
6. Buckley Colors Slt Head	20.00	65.00
6. Buckley Colors New Top	25.00	75.00
6. Buckley Long Shot Par	400.00	790.00
6. Beulah Park	30.00	65.00
6. Charley Horse	30.00	75.00
6. China Boy	15.00	32.50
6. Chucklette	10.00	39.50
1. Club Bells	96.00	179.50
6. Club Bells 25c	99.50	189.50
6. Club House	10.00	25.00
6. Derby Day Slant	10.00	25.00
6. Derby Day Flat	10.00	25.00
6. Dixie	10.00	49.50
6. Derby Winner	99.50	204.50
6. Dominola	10.00	35.00
6. Double Bells	69.50	89.50
6. Duo Twin Bells 5-25	165.00	250.00
2. Evans Pacers	89.50	129.50
6. El Dorado	15.00	75.00
6. Exhibit Races	15.00	35.00
6. Fast Time FP	39.50	69.50
xx. Fast Time PO	29.50	69.50
2. Favorite	10.00	29.50
xx. Flashing Thru	20.00	95.00
xx. Fleetwood	10.00	30.00
xx. Four Horsemen	30.00	79.50
xx. Galloping Domino (38)	25.00	75.00
xx. Galloping Domino (39)	30.00	109.50
1. Galloping Domino (40)	79.50	149.50
6. Galloping Domino (41)	89.50	199.50
6. Galloping Domino (42)	109.50	350.00
6. Good Luck	45.00	135.00
1. High Hand	99.50	159.50
xx. Hold & Draw	45.00	90.00
xx. Jungle Camp FP	35.00	50.00
xx. Jungle Camp PO	30.00	45.00
1. Jumbo Parade Comb	124.50	149.50
2. Jumbo Parade FP	36.00	95.00
1. Jumbo Parade PO	65.00	119.50
1. Jumbo Parade 25c	49.50	140.00
1. Kentucky Club	39.50	125.00
xx. Liberty Bell	19.50	24.50
6. Lincoln Field	39.50	79.50
xx. Long Champs	15.00	30.00
5. Lucky Lucre 5-5	79.50	129.50
2. Lucky Lucre 5-25	89.50	175.00
5. Lucky Lucre 5c	69.50	99.50
5. Lucky Star	69.50	149.50
6. Lucky Star '41	79.50	159.50
5. May Bells 5-5-5-25c	295.00	495.00
xx. Multiple Cubes PO	10.00	30.00
xx. Multiple Racer	15.00	49.50
4. Mills 4 Bells	249.50	399.50

5. Mills 3 Bells	265.00	595.00
xx. Mills Auto Dice 25c	39.50	65.00
xx. Pace Marathon	49.50	99.50
6. Paces Races Bl Cab	29.50	69.50
2. Paces Races Br Cab	49.50	59.50
xx. Paces Races Red Arrow	69.50	125.00
xx. Paces '39 Saratoga	45.00	75.00
xx. Paces '40 Saratoga	55.00	125.00
2. Paces Saratoga w rails	55.00	59.50
2. Paces Saratoga no rails	40.00	49.50
5. Paces Saratoga Comb	89.50	99.50
5. Paces Saratoga Jr PO	40.00	75.00
5. Paces Saratoga Sr PO	65.00	109.50
5. Paces Reels Comb	59.50	100.00
1. Paces Reels Jr PO	39.50	75.00
1. Paces Reels Sr PO	49.50	125.00
5. Paces Reels w rails	49.50	89.50
5. Paces Reels no rails	39.50	69.50
xx. Paces Twin 5-5	119.50	
5. Paces Twin 5-10	119.50	195.00
xx. Paces Twin 10-25	125.00	195.00
1. Paces Twin Console 5-25	175.00	195.00
xx. Pastime	69.50	125.00
xx. Paddock Club	20.00	39.50
xx. Pamco DeLuxe Bell	10.00	17.50
xx. Parlay Races	15.00	29.50
xx. Pay Day	69.50	139.50
xx. Pickem	15.00	22.50
xx. Ray's Track	39.50	79.50
xx. Rio	10.00	25.00
5. Roll 'em	79.50	119.50
xx. Rollette Jr	35.00	75.00
xx. Rollette Jr (41)	45.00	110.00
xx. Rollette Sr	195.00	250.00
xx. Rosemont	10.00	22.50
xx. Royal Draw	15.00	25.00
xx. Royal Flush	15.00	39.50
xx. Royal Lucre '41	99.50	152.50
xx. Seeburg Races	10.00	35.00
xx. Saddle Club	15.00	35.00
xx. Silver Bell	10.00	29.50
5. Silver Moon Comb	59.50	69.50
6. Silver Moon PO	69.50	169.50
1. Silver Moon FP	59.50	95.00
xx. Silver Moon 10c	79.50	139.50
5. Silver Moon 25c	79.50	169.50
5. Skill Field	49.50	79.50
xx. Skill Time '37	20.00	37.50
xx. Skill Time '38	25.00	40.00
2. Skill Time '41	35.00	59.50
1. Square Bell	35.00	85.00
xx. Sugar King	15.00	35.00
1. Sun Ray	59.50	110.00
5. Super Bell 5c Comb	109.50	225.00
5. Super Bell 25c Comb	169.50	269.50
5. Super Bell Two Way 5-5	139.50	375.00
5. Super Bell Two Way 5-25	199.50	375.00
1. Super Bell Four Way 5-5-5-5	249.50	375.00
5. Super Bell Four Way 5-5-5-25	245.00	525.00
5. Super Bell Four Way -5-10-25	265.00	609.50
6. Super Track Time	145.00	175.00
xx. Super Track Time TKT	165.00	200.00
xx. Suzie Q	35.00	75.00
xx. Tanforan	15.00	25.00
xx. Track King	10.00	25.00
xx. Track Meet	69.50	159.50
xx. Track Odds West	60.00	90.00
6. Track Odds Buckley	185.00	275.00
5. Track Odds Daily Dbl	250.00	350.00
5. Track Odds DD JP Buckley	345.00	495.00
6. Track Time '39	69.50	125.00
1. Track Time '38	39.50	125.00
6. Track Time '37	29.50	
xx. Track Time TKT	75.00	
2. Triple Entry	79.50	99.50



CIGARETTE

DU GRENIER			
2. Model S 7 Column	20.00	27.50	
5. Model VD 7 Column	25.00	42.50	
5. Model W 9 Column	30.00	47.50	
6. Model WD 9 Column	35.00	75.00	
2. Champion 11 Column			
King Size	70.00	75.00	
1. Champion, 9 Column	50.00	75.00	
6. Champion, 7 Column	35.00	80.00	
NATIONAL			
xx. Model 9-50	50.00	75.00	
xx. 7-50 Regular	42.50		
6. Model 7-50 King Size	49.50	69.50	
1. Model 9-30	45.00	52.50	
6. Model 9A	35.00	60.00	
1. Model 6-30	15.00	32.50	
xx. Model 6-26	10.00	15.00	
ROWE			
xx. Aristocrat 6 Column	10.00	15.00	
6. Imperial 6 Col	20.00	35.00	
1. Imperial, 8 Col	25.00	70.00	
xx. Royal, 6 Col.	35.00	65.00	
2. Royal 8 Col	40.00	57.50	
xx. Royal 10 Col	49.50	65.00	
xx. President, 6 Col.	45.00		
xx. President 8 Col	55.00		
2. President 10 Col	85.00	95.00	

U-NEED-A			
xx. Model E 6 Col	10.00		
1. Model E 8 Col	15.00	39.50	
6. Model E 9 Col	20.00		
5. Model E 12 Col	25.00	35.00	
5. Model E 15 Col	30.00	45.00	
6. Model A 8 Col	20.00	30.00	
5. Model A 9 Col	25.00	65.00	
5. Model 500 7 Col	45.00	60.00	
6. Model 500 9 Col	59.50	125.00	
2. Model 500 15 Col	69.50	95.00	

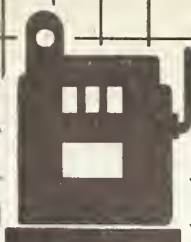
CANDY

DU GRENIER			
6. Candy Man	15.00	39.50	
NATIONAL			
6. Model 618 6 Column	20.00	50.00	
5. Model 918 9 Column			
Regular	30.00	60.00	
5. Model 918 9 Column			
Special	35.00	85.00	
ROWE			
6. 8 Column Standard	25.00	45.00	
5. 8 Column DeLuxe	35.00	85.00	
xx. 8 Column 1c Gum & Mint..	9.50	17.50	
xx. 8 Column 5c Gum & Mint..	16.50	40.00	
U-NEED-A-PAK			
6. 5 Column	20.00	40.00	
U-SELECT-IT			
xx. 54 Bars	15.00	30.00	
xx. 72 Bars	20.00	40.00	
STONER			
xx. 6 Column	55.00		
xx. 8 Column	65.00		

SCALES

WATLING			
xx. Tom Thumb, Plain	47.50	65.00	
xx. Tom Thumb, Fortune	65.00	115.00	
xx. 500 Fortune	90.00	95.00	
xx. Hi Boy Guseser	65.00	100.00	
JENNINGS			
xx. Junior	25.00		
xx. Lo Boy	49.50		
PEERLESS			
xx. Lo Boy	37.50	50.00	
MILLS			
xx. Lo Boy	38.00	50.00	
PACE			
xx. Lo Boy	40.00	50.00	
IDEAL			
xx. Lo Boy	42.50		
ROCK-OLA			
xx. Lo Boy	42.50		

C.M.I.
BLUE
BOOK



BELLS

GROETCHEN—(continued)

xx. 5c Columbia Club DJ	55.00	85.00
xx. 10c Columbia Club Cig GA..	59.50	69.50
5. 5c Columbia Cig GA	39.50	49.50
1. 5c Columbia Fruit GA	49.50	79.50
6. 5c Columbia Orig GA	49.50	50.00
xx. 5c Conv Columbia Chrome ..	49.50	50.00

7. 5c Commander	32.50	42.50
5. 10c Commander	34.50	39.50
7. 25c Commander	49.50	75.00
xx. 7 Way Slot 5c	49.50	62.50
xx. 7 Way Slot 25c	69.50	98.00
xx. 5c Doughboy	20.00	49.50
xx. 5c Club Bell	25.00	40.00
xx. 10c Club Bell	25.00	59.00
xx. 25c Club Bell	49.50	90.00

P A C E

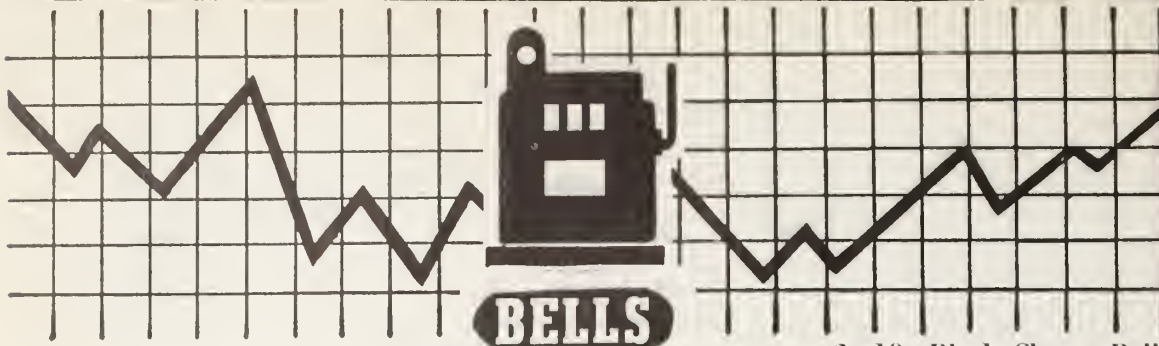
xx. 1c Bantam	15.00	25.00
xx. 5c Bantam	19.50	24.50
6. 10c Bantam	25.00	39.50
xx. 25c Bantam	39.50	42.50
5. 5c Comet FV	39.50	65.00
7. 10c Comet FV	39.50	79.00
7. 25c Comet FV	59.50	110.00
xx. 50c Comet FV	98.50	125.00
xx. 5c Comet DJP	40.00	79.50
xx. 10c Comet DJP	50.00	79.50
xx. 1c Comet Blue	20.00	37.50
xx. 5c Comet Blue	30.00	69.50
xx. 10c Comet Blue Front	30.00	65.00
xx. 25c Comet Blue Front	59.50	89.50
xx. 50c Comet	125.00	145.00
xx. 5c All Star Comet	62.50	75.00
1. 10c All Star Comet	39.50	79.50
5. 25c All Star Comet	79.50	125.00
xx. 50c All Star Comet	149.50	225.00
xx. 1c All Star 2-4	20.00	35.00
xx. 1c Rocket	49.50	69.50
xx. 5c Rocket	59.50	89.50
5. 10c Rocket	69.50	89.50
xx. 25c Rocket	125.00	139.50
xx. 5c TJ Comet	25.00	47.50
xx. 5c Club Bell	79.50	100.00
xx. 10c Club Bell	89.50	110.00
xx. 25c Club Bell	119.50	125.00
xx. 50c Club Bell	145.00	245.00
xx. 1c DeLuxe	20.00	39.50
xx. 5c DeLuxe	39.50	49.50
2. 10c DeLuxe	49.50	69.50
xx. Double Slot 5-25c	129.50	149.50
xx. 10c Comet Console	99.50	125.00
xx. 25c Comet Console	149.50	169.50
xx. 5 & 25c Comet Con Comb..	195.00	295.00
5. 5c Kitty	20.00	29.50
xx. 10c Kitty	29.50	35.00
xx. 25c Kitty	89.50	119.50
xx. 5c Comet Red	79.50	90.00
xx. 10c Comet Red	79.50	120.00
xx. 5c Slugproof	69.50	85.00
xx. 10c Slugproof	69.50	95.00
xx. 25c Slugproof	89.50	125.00

CAILLE

x. 1c	15.00	39.00
6. 5c	22.50	55.00
7. 10c	24.50	42.50
x. 25c	34.50	50.00
x. 5c & 25c	89.50	120.00
6. 5c Cadet	37.50	60.00
x. 10c Cadet	39.50	42.50
x. 25c Cadet	69.50	105.00
x. 5c Playboy	39.50	49.50
x. 10c Playboy	39.50	49.50
x. 25c Playboy	49.50	60.00

JENNINGS

5. 5c Chief	49.50	60.00
7. 10c Chief	49.50	69.50
7. 25c Chief	99.50	159.50
5. 5c Club Bell	89.50	149.50
5. 10c Club Bell	99.50	119.50
5. 25c Club Bell	129.50	149.50
xx. 50c Club Bell	199.50	235.00
xx. 5c Sky Chief	69.50	119.50
xx. 10c Sky Chief	75.00	125.00
xx. 25c Sky Chief	120.00	200.00
xx. 50c Sky Chief	150.00	245.00
5. 5c Silver Moon Chief	69.50	109.50
2. 10c Silver Moon Chief	69.50	79.50
xx. 25c Silver Moon Chief	99.50	150.00
5. 5c Silver Chief	79.50	119.50
2. 10c Silver Chief	69.50	89.50
xx. 25c Silver Chief	109.50	149.50
7. 50c Silver Chief	189.50	249.50
7. Triplex Chief 5-10-25	79.50	109.50
xx. 1c Little Duke	12.00	17.50
7. 5c Century	20.00	35.00
7. 10c Century	25.00	49.50
xx. 25c Century	50.00	69.50
7. 50c Century	145.00	189.50
5. 5c Gooseneck	20.00	29.50
xx. 10c Gooseneck	20.00	40.00
xx. 25c Gooseneck	39.50	60.00
xx. 50c Gooseneck	75.00	89.50
xx. 1c Little Duchess	15.00	20.00
xx. 5c Little Duchess	25.00	47.50
xx. 10c Golf Ball Vndr	89.50	129.50
xx. 25c Golf Ball Vndr	109.50	149.50
xx. 5c Chrome Sup Chief	89.50	125.00
xx. 10c Chrome Chief SP	109.50	119.50
xx. 5c Red Skin	39.50	52.50
xx. 10c Red Skin	49.50	62.50
xx. 25c Red Skin	99.50	150.00
xx. 5c Big Chief	69.50	90.00
xx. 10c Big Chief	79.50	110.00
xx. 25c Big Chief	109.50	199.50
5. \$1.00 Bell	329.50	495.00
xx. Cigarolla	25.00	40.00
7. Cigarolla XXV	49.50	70.00
xx. Cigarolla XV	45.00	65.00
5. 5c Victory Chief	69.50	125.00
xx. 10c Victory Chief	75.00	124.00
xx. 25c Victory Chief	129.50	150.00
xx. 1c 4 Star Chief	49.50	75.00
5. 5c 4 Star Chief	69.50	109.50
5. 10c 4 Star Chief	69.50	119.50
xx. 25c 4 Star Chief	109.50	149.50
xx. 1c Dixie Bell	20.00	35.00
7. 5c Dixie Bell	39.50	50.00
xx. 10c Dixie Bell	42.50	60.00
xx. 25c Dixie Bell	99.50	129.50
xx. 50c Dixie Bell	229.50	385.00
xx. 5c Victory 4 Star Ch	89.50	115.00
xx. 10c Victory 4 Star Ch	99.50	125.00
xx. 25c Victory 4 Star Ch	199.50	350.00



C.M.I. BLUE BOOK

MILLS

6. 5c Black HL	150.00	175.00
xx. 10c Black HL	159.50	169.50
xx. 25c Black HL	179.50	225.00
xx. 5c Emerald Chrome HL	175.00	219.00
xx. 10c Emerald Chrome HL	185.00	
6. 25c Emerald Chrome HL	190.00	235.00
xx. 50c Emerald Chrome HL	315.00	395.00
xx. 5c Gold Chrome HL	139.50	175.00
xx. 10c Gold Chrome HL	149.50	180.00
xx. 50c Gold Chrome HL	249.50	375.00
1. 5c Gold Chrome	129.50	219.50
5. 10c Gold Chrome	135.00	239.50
2. 25c Gold Chrome	130.00	239.50
6. 50c Gold Chrome	195.00	250.00
5. 5c Copper Chrome	125.00	129.50
xx. 10c Copper Chrome	139.50	195.00
xx. 25c Copper Chrome	149.50	200.00
7. 5c Club Bell	129.50	179.50
7. 10c Club Bell	139.50	185.00
7. 25c Club Bell	149.50	200.00
7. 50c Club Bell	350.00	600.00
xx. 1c Blue Front	65.00	75.00
5. 5c Blue Front	90.00	139.50
5. 10c Blue Front	75.00	149.50
2. 25c Blue Front	75.00	159.50
5. 50c Blue Front	185.00	299.50
7. 1c Brown Front	79.50	119.50
2. 5c Brown Front	89.50	149.50
5. 10c Brown Front	99.50	169.50
1. 25c Brown Front	109.50	189.50
7. 50c Brown Front	249.50	475.00
7. 1c Cherry Bell	69.50	119.50
7. 5c Cherry Bell	89.50	135.00
1. 10c Cherry Bell	89.50	165.00
7. 25c Cherry Bell	119.50	145.00
7. 1c Bonus Bell	99.50	129.50
6. 5c Bonus Bell	119.50	225.00
6. 10c Bonus Bell	119.50	235.00
6. 25c Bonus Bell	149.50	275.00
5. 5c Original Chrome	89.50	149.50
1. 10c Original Chrome	89.50	175.00
5. 25c Original Chrome	149.50	179.50
5. 50c Original Chrome	175.00	235.00
6. 1c QT Blue	25.00	49.50
7. 5c QT Blue	39.50	75.00
7. 10c QT Blue	49.50	85.00
7. 25c QT Blue	69.50	125.00
xx. 1c QT Green	25.00	39.50
xx. 5c QT Green	30.00	42.50
7. 10c QT Green	45.00	55.00
xx. 5c QT FP	49.50	69.50
xx. 1c QT Glitter Gold	29.50	75.00
6. 5c QT Glitter Gold	39.50	90.00
7. 10c QT Glitter Gold	59.50	109.50
5. 25c QT Glitter Gold	50.00	89.50
7. 1c VP Bell	19.50	31.50
xx. 1c VP Bell JP	25.00	37.50
xx. 1c VP Bell Green	22.50	29.50
xx. 5c VP Bell Green	30.00	49.50
xx. 1c VP Chrome	34.50	
7. 5c VP Chrome	42.50	49.50
7. 5c VP Chrome Plus	47.50	55.00
7. 1c VP Bell B&G	29.50	32.50
2. 5c VP Bell B&G	32.50	49.50
5. Vest Pocket '46	50.00	74.50
7. 5c Futurity	79.50	99.50
7. 10c Futurity	89.50	109.50
7. 25c Futurity	119.50	150.00
7. 50c Futurity	149.50	194.50
5. 5c Black Cherry Bell	129.50	248.00

2. 10c Black Cherry Bell	149.50	224.5
5. 25c Black Cherry Bell	169.50	258.0
7. 5c Yellow Front	39.50	72.5
7. 10c Yellow Front	39.50	75.0
7. 25c Yellow Front	119.50	150.0
7. 1c Smoker Bell	29.50	40.0
6. 5c Smoker Bell	39.50	50.0
xx. 5c FP Mint Vendor	39.50	50.0
6. 25c Golf Ball Vendor	89.50	125.0
6. 5c War Eagle	69.50	75.0
6. 10c War Eagle	69.50	80.0
6. 25c War Eagle	89.50	95.0
6. 50c War Eagle	149.50	150.0
xx. 5c Red Front	65.00	90.0
xx. 10c Red Front	69.50	90.0
xx. 25c Red Front	99.50	145.0
xx. 5c FOK	15.00	17.5
5. 5c Roman Head	59.50	75.0
xx. 10c Roman Head	69.50	89.5
xx. 25c Roman Head	89.50	124.5
xx. 50c Roman Head	119.50	145.0
xx. 1c Skyscraper	29.50	40.0
xx. 5c Skyscraper	40.00	55.0
xx. 10c Skyscraper	47.50	64.5
xx. 25c Skyscraper	69.50	89.5
xx. 50c Skyscraper	125.00	145.0
xx. 1c Lion Head	20.00	30.0
xx. 5c Lion Head	35.00	40.0
7. 5c Extraordinary	79.50	100.0
xx. 10c Extraordinary	89.50	110.0
xx. 25c Extraordinary	119.50	169.5
xx. 50c Extraordinary	169.50	289.5
5. 5c Melon Bell	79.50	99.5
xx. 10c Melon Bell	89.50	119.5
xx. 25c Melon Bell	110.00	140.0
xx. 5c Wolf Head	39.50	47.5
xx. 10c Wolf Head	49.50	69.5
xx. 25c Wolf Head	69.50	100.0
xx. 1c Shamrock Bell	15.00	27.5
xx. 5c Slugproof 3-5	99.50	124.5
xx. Golden Falls 5c	238.00	258.0
xx. Golden Falls 10c	263.00	
xx. Golden Falls 25c	268.00	
xx. Golden Falls 50c	348.00	

WATLING

xx. 1c Rolatop	10.50	15.0
5. 5c Rolatop	49.50	69.5
2. 10c Rolatop	59.50	79.5
5. 25c Rolatop	89.50	120.0
7. 50c Rolatop	149.50	195.0
xx. 5c Club Bell	65.00	95.0
xx. 10c Club Bell	75.00	125.0
xx. 25c Club Bell	145.00	185.0
xx. 1c Twin JP	20.00	24.0
xx. 5c Twin JP	25.00	32.5
xx. 10c Twin JP	30.00	39.5
xx. 25c Twin JP	55.00	62.5
xx. 1c Blue Seal	20.00	25.0
6. 5c Blue Seal	25.00	35.0
xx. 10c Blue Seal	30.00	35.0
xx. 25c Blue Seal	39.50	49.5
xx. 1c Treasury	10.00	20.0
xx. 5c Treasury	29.50	49.5
xx. 10c Treasury	32.50	75.0
xx. 25c Treasury	59.50	79.5
xx. 5c Wonder Vendor	39.50	
xx. 5-25 Rolatop	39.50	49.5

GROETCHEN

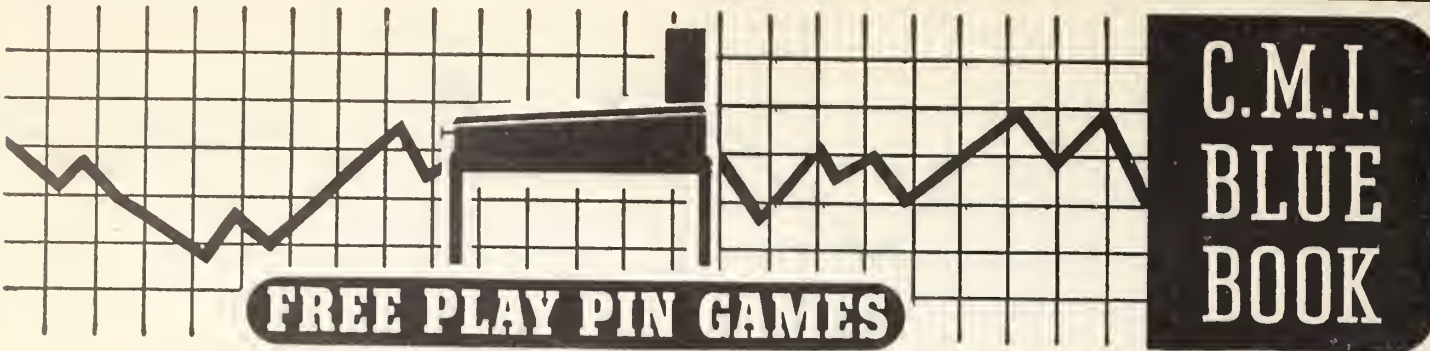
7. 1c Columbia	29.50	49.5
5. 5c Columbia Chrome	49.50	59.5
7. 5c Columbia JPV Bell	49.50	74.5
6. 5c Columbia Fruit	49.50	79.5
xx. 5c Columbia Cig RJ	39.50	49.5
6. 5c Columbia DJP	49.50	65.0
xx. 10c Columbia DJP	59.50	69.5
6. 5c Columbia Club Cig GA	29.50	35.0

C.M.I.
BLUE
BOOK



FREE PLAY PIN GAMES

5. Line Up	29.50	39.50	6. Silver Spray	27.50	30.00
7. Lite a Card	15.00	20.00	2. Sink the Jap (Rev)	20.00	30.00
7. Lone Star	25.00	39.50	xx. Sixty Grand	10.00	17.50
xx. Lot-O-Smoke	15.00	25.00	2. Sky Blazer	45.00	69.50
xx. Lot-O-Fun	29.50		5. Sky Chief	35.00	149.50
xx. Lucky	15.00		xx. Sky Line	15.00	27.50
xx. Majors '40	12.50		7. Sky Ray	34.50	44.50
2. Majors '41	25.00	59.50	2. Sky Raider (Rev)	32.50	94.50
xx. Mardi Gras	15.00	40.00	7. Slap the Jap	15.00	22.50
5. Marines-At-Play	29.50	99.50	2. Slugger	29.50	39.50
5. Marvels Baseball	59.50	79.00	7. Smak the Jap (Rev)	20.00	24.50
7. Mascot	15.00	22.50	2. Snappy '41	34.50	69.50
6. Merry Go Round	15.00	22.50	6. South Paw	40.00	60.00
5. Metro	25.00	34.50	6. South Seas	110.00	165.00
xx. Miami	15.00		2. Sparky	20.00	27.50
1. Miami Beach	40.00	64.50	5. Spced Ball	27.50	32.50
5. Midway (Rev)	44.50	99.50	xx. Speed Demon	15.00	
xx. Midway (Genco)	12.50	15.00	7. Speedway	20.00	35.00
5. Mr. Chips	15.00	24.50	xx. Speedy	15.00	22.50
2. Monicker	37.50	69.50	5. Spellbound	199.50	225.00
6. Mystic	25.00	45.00	7. Sports	19.50	25.00
5. New Champ	20.00	40.00	2. Sports Parade	20.00	35.00
xx. Nippy	15.00	29.00	5. Sporty	15.00	24.50
xx. Nite Club (Rev)	39.50	59.50	1. Spot-A-Card	40.00	72.50
6. Ocean Park	15.00	24.50	2. Spot Cha (Rev)	40.00	50.00
xx. Oh Boy	15.00	24.50	5. Spot Pool	39.50	74.50
xx. Oh Johnny	15.00	35.00	xx. Spottem	15.00	25.00
5. On Deck	15.00	34.50	2. Stage Door Canteen	125.00	200.00
5. Oklahoma	64.50	175.00	6. Stars	45.00	69.50
2. One Two Three '39	20.00	24.50	2. Star Attraction	39.50	49.50
xx. One Two Three '40	34.50	39.50	xx. Stop & Go	15.00	29.50
7. One Two Three '41	49.50	75.00	6. Stratoliner	35.00	49.50
2. Opportunity	139.50	249.50	2. Streamliner	64.50	175.00
2. Owl	29.50	39.50	7. Strip Tease (Con)	59.50	89.50
xx. Pals	10.00	21.50	xx. Summertime	15.00	27.50
2. Paratroop (Rev)	42.50	45.00	2. Sun Beam	45.00	59.50
2. Pan American	29.50	34.50	7. Sun Valley (Rev)	79.50	115.00
5. Paradise	24.50	34.50	xx. Supercharger	15.00	22.50
xx. Parade Leader (Rev)	20.00	34.50	xx. Super Chubbie	15.00	25.00
xx. Pep (Rev)	15.00	29.50	2. Superliner	169.50	235.00
xx. Pick 'em	15.00	24.50	xx. Super Six	15.00	25.00
5. Play Ball	29.50	69.50	xx. Superscore	259.50	299.50
2. Pin Up Girl	45.00	69.50	2. Surf Queens	130.00	175.00
xx. Play Mate	20.00	32.50	2. Suspense	140.00	179.50
xx. Pastime (Rev)	24.50	47.50	6. Tail Gunner (Con)	29.50	47.50
7. Polo	29.50	35.00	5. Target Skill	20.00	49.50
7. Pot Shot	15.00	25.00	2. Texas Mustang	25.00	69.50
6. Powerhouse	15.00	29.50	5. Ten Spot	25.00	59.50
6. Production (Rev)	39.50	50.00	1. Three Score	20.00	34.50
xx. Progress	20.00	29.50	7. Three Up	20.00	39.50
xx. Punch	15.00	25.00	7. Thriller	20.00	39.50
xx. Pursuit	20.00	35.00	7. Thumbs Up (Rev)	20.00	35.00
xx. Pylon	10.00	29.50	5. Topie	39.50	79.50
xx. Pyramid	10.00	12.50	xx. Top Notcher	10.00	14.50
xx. Ragtime	15.00	25.00	xx. Topper	15.00	20.00
xx. Rats (Rev)	24.50	47.50	2. Torpedo Patrol (Rev)	49.50	50.00
xx. Rebound	15.00		6. Towers	29.50	37.00
5. Red Hot	19.50	30.00	6. Trade Wind (Rev)	109.50	199.50
5. Red, White & Blue	25.00	29.50	1. Trailways	20.00	44.50
xx. Repeater	29.50	49.50	xx. Trapeze	10.00	17.50
5. Reserve	15.00	24.50	xx. Triumph	15.00	18.50
xx. Rink	15.00		xx. Twinkle	10.00	
7. Riviera	209.50	267.50	2. Twin Six	15.00	42.50
1. Roll Call (Rev)	29.50	50.00	5. Ump	15.00	
xx. Roller Derby	20.00	25.00	xx. Up & Up	10.00	25.00
xx. Rotation	15.00	20.00	6. Vacation	15.00	39.50
xx. Rotor Table	59.50	79.50	xx. Variety	15.00	25.00
2. Roxy	15.00	19.50	6. Velvet	20.00	40.00
6. Salute	15.00	19.50	5. Venus	49.50	79.50
5. Santa Fe (Rev)	109.50	175.00	5. Victory	30.00	89.50
7. Sara Suzy	20.00	24.50	xx. Vogue	15.00	24.50
xx. Scandals (Rev)	20.00	35.00	1. Wagon Wheels	129.50	185.00
5. School Days	32.50	59.50	2. West Wind	20.00	59.50
5. Scoop	15.00	24.50	xx. White Sails	20.00	
6. Score-A-Line	20.00	37.50	5. Whizz	75.00	139.50
7. Score Card	29.50	39.50	5. Wild Fire	20.00	49.50
7. Score Champ	20.00	24.50	xx. Wings	10.00	19.00
xx. Scout (Rev)	20.00	29.50	xx. Wow	15.00	30.00
2. Sea Breeze	320.00	325.00	6. Yacht Club	15.00	39.50
xx. Sea Power	39.50	57.50	2. Yanks	45.00	109.50
5. Sea Hak	39.50	59.50	1. Yankee Doodle	75.00	175.00
xx. Second Front (Rev)	59.50	79.50	xx. Zenith	35.00	95.00
2. Seven Up	20.00	39.50	xx. Zeta	10.00	19.50
1. Shangri La	64.50	159.50	2. Zig Zag	29.50	59.50
xx. Short Stop	15.00	20.00	xx. Zip	20.00	22.50
2. Show Boat	35.00	64.50	7. Zombie	49.50	52.00
xx. Side Kick	15.00				
2. Silver Skates	39.50	49.50			



2. ABC Bowler	20.00	62.50
6. Action (Rev)	49.50	75.00
1. Air Circus	59.50	115.00
2. Air Force	45.00	50.00
xx. Airliner	10.00	15.00
xx. Airport	10.00	14.50
7. Alert (Rev)	15.00	30.00
1. All American	15.00	30.00
xx. Ali Baba	15.00	25.00
xx. All Out (Rev)	29.50	59.50
2. Amber	294.50	334.50
5. American Beauty (Rev)	40.00	99.50
7. Anabel	15.00	25.00
5. Arizona (Rev)	95.00	125.00
xx. Armada	15.00	25.00
5. Argentine	45.00	60.00
xx. Arrowhead	10.00	19.50
1. Attention	29.50	44.50
xx. Avalon	10.00	15.00
xx. Airway	10.00	22.50
7. Bally Beauty	15.00	24.50
xx. Banner	10.00	17.50
2. Bandwagon	24.50	34.50
xx. Bang	10.00	35.00
xx. Battle	20.00	49.50
7. Barrage	20.00	39.50
5. Belle Hop	39.50	59.50
2. Big Chief	24.50	47.50
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2. Big Hit Single Play	129.50	249.00
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2. Big Hit Multiple Play	145.00	209.50
5. Big Parade	60.00	134.00
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xx. Big Show	15.00	27.50
6. Big Six	20.00	44.50
xx. Big Ten	15.00	27.50
7. Big Three (Rev)	29.50	44.50
5. Big Time	15.00	29.50
5. Big Top	69.50	109.50
xx. Big Town	15.00	
xx. Blackout	15.00	
6. Blondie	15.00	24.50
2. Bombardier (Rev)	36.00	79.50
5. Bola Way	25.00	79.50
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xx. Bomb the Axis	20.00	34.50
7. Bordertown	15.00	
xx. Boomtown	15.00	24.50
xx. Bounty	10.00	12.00
1. Bosco	39.50	75.00
xx. Bowling	15.00	39.50
xx. Box Score	15.00	
5. Brazil (Rev)	105.00	175.00
6. Brite Spot	20.00	37.50
6. Broadcast	20.00	44.50
1. Bubbles	99.50	159.50
6. Buckeroo	15.00	27.50
5. Capt. Kidd	35.00	59.50
2. Cadillac	15.00	24.50
2. Casablanca (Rev)	75.00	79.50
5. Catalina	69.50	175.00
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2. Champ	25.00	44.50
5. Champion	25.00	39.50
2. Charm	29.50	39.50
xx. Chevron	15.00	24.50
xx. Chief	15.00	
7. Chubbie	15.00	
xx. Circus	15.00	25.00
5. Click	37.50	49.50
xx. Clipper	10.00	25.00
xx. C. O. D.	10.00	15.00
xx. Clover	20.00	39.50
xx. Commander (Rev)	25.00	45.00
6. Commodore	15.00	29.50
xx. Congo	15.00	24.00
xx. Conquest	10.00	25.00
xx. Contact	10.00	22.50
xx. Contest	29.50	49.50
xx. Convention	10.00	20.00
xx. Cowboy	10.00	19.00
2. Cover Girl	109.50	149.50
2. Cross Line	24.50	49.50
xx. Crystal	15.00	25.00
xx. Crystal Gazer	10.00	26.50
xx. Dandy	10.00	17.50
xx. Daily Dozen	10.00	
6. Davy Jones	10.00	21.50
6. Defense (Baker)	15.00	25.00
5. Defense (Genco)	25.00	89.50
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7. De Icer (Rev)	39.50	75.00

7. Destroyer (Rev)	29.50	49.50
xx. Dive Bomber (Rev)	29.50	39.50
6. Dixie	15.00	37.50
2. Do Re Mi	39.50	45.00
xx. Double Feature	15.00	29.00
xx. Doughboy	10.00	14.50
2. Double Play	49.50	69.50
xx. Drum Major	20.00	35.00
2. Dude Ranch	25.00	27.50
2. Duffy's (Rev)	107.50	119.50
7. Duplex	39.50	58.50
5. Dynamite	284.50	324.50
6. Eagle Squadron (Rev)	29.50	39.00
7. Entry	15.00	19.00
xx. Eureka	15.00	25.00
xx. Falling Sun (Rev)	20.00	59.50
xx. Fantasy	20.00	30.00
2. Fast Ball	135.00	195.00
7. Fifth Inning	10.00	20.00
xx. Fifty Grand	15.00	35.00
5. Fishin' (Rev)	29.50	39.50
xx. Five in One	29.50	39.50
4. Five, Ten & Twenty	50.00	119.50
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xx. Flagship	15.00	29.50
5. Flat Top (Rev)	99.50	185.00
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2. Fleet	24.50	29.50
4. Flicker	39.50	49.50
2. Flying Tiger	39.50	64.50
xx. Follies '40	15.00	35.00
2. Foreign Colors	39.50	49.50
xx. Follow Up	10.00	17.50
5. Formation	20.00	29.00
1. Four Aces	79.50	104.00
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2. Four Diamonds	29.50	42.50
xx. Four Five Six	10.00	15.00
5. Four Roses	35.00	40.00
1. Fox Hunt	30.00	42.50
5. Frisco	100.00	195.00
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xx. Flash	10.00	17.50
5. G. I. Joe (Conv)	29.50	47.00
2. Girls Ahoy (Rev)	25.00	34.50
xx. Glamour	15.00	22.50
2. Gobs	45.00	79.50
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2. Gold Star	26.00	42.50
xx. Golden Gate	10.00	17.50
2. Grand Canyon (Rev)	99.50	175.00
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5. Gun Club	35.00	79.50
xx. Headliner	10.00	20.00
xx. Hi Boy (Rev)	29.50	45.00
2. Hi Dive	30.00	34.50
2. Hi Hat	40.00	62.50
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xx. High Light	10.00	18.95
5. High Stepper	39.50	42.50
2. Hit the Jap (Rev)	20.00	22.50
xx. Hold Over	29.50	35.00
1. Hollywood	75.00	175.00
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xx. Home Run '40	15.00	29.00
xx. Home Run '41	35.00	49.50
5. Home Run '42	39.50	89.50
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1. Horoscope	35.00	69.50
5. Idaho	95.00	185.00
5. Invasion (Rev)	40.00	99.50
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2. Jeep (Rev)	69.50	99.50
7. Jolly	25.00	29.50
xx. Jumper	15.00	25.00
5. Jungle	29.50	69.50
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2. Keep 'em Flying	64.50	134.00
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xx. Keen a Ball	10.00	24.50
6. Kismet	49.50	75.00
xx. Klick	15.00	
2. Knock Out	55.00	129.00
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6. Knock Out the Jap	49.50	59.50
7. Lancer	29.50	39.50
7. Landslide	29.50	49.50
2. Laura	64.50	109.50
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xx. Lead Off	15.00	29.50
7. Leader	29.50	39.50
7. League Leader	10.00	20.50
2. Legionnaire	35.00	55.00
2. Liberty	79.50	149.50
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6. Liberty (Rev)	42.50	45.00
xx. Limelight	15.00	

C.M.I. BLUE BOOK

MANUFACTURERS' NEW EQUIPMENT

MUSIC

M.I.	
Model A	\$885.00
IREON	
Super DeLuxe Phonograph	397.00
Trio (Wall Box)	69.50
Solo (Wall Box)	46.50
Impresario (Speaker)	42.27
Melodeon (Speaker)	52.97
Carillon (Speaker)	56.18
UCKLEY	
'46 Wall Box	39.00
MUSICAL MINUTES, INC.	
Musical Minutes Box	(No Price Set)
Johnlee Music System	(No Price Set)
ACKARD MFG. CORP.	
Pla Mor Phonograph	
(Model 7)	795.00
Hideaway (Model 400)	450.00
Wall Box (Butler)	38.95
1000 Speaker (Paradise)	159.50
900 Speaker (Rose)	49.95
800 Speaker (Daisy)	36.95
700 Speaker (Dahlia)	21.95
Walnut Adapter (Hideaway)	59.50
Beech Adapter (Hideaway)	71.50
Willow Adapter (Hideaway)	59.50
Pine Adapter (Hideaway)	59.50
Birch Adapter (Hideaway)	8.50
Cedar Adapter	(No Price Set)
Juniper Adapter	(No Price Set)
Spruce Adapter	84.50
PERSONAL MUSIC CORP.	
Measured Music Boxes	37.50
Studio Amplifier	505.00
Studio Timing Control Unit	250.00
Master Power Supply Units	170.00
LOCK-OLA	
1422 Phonograph (Net)	728.00
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1604 Tone-A-Lier Spkr	72.50
EEBURG	
1-46M Symphonola	795.00
1-46S Symphonola	725.00
1-47	875.00
H146M Hideaway RC	475.00
Wallomatic, Wireless	54.50
Wallomatic, 3 Wire	42.50
Tear Drop Speaker RS1-8	16.50
Tear Drop Speaker RS2-8	18.00
Mirror Speaker RS1-12	(No Price Set)
Mirror Speaker RS2-12	(No Price Set)
Dual Remote Vol. Control Unit	19.95
SOLITONE CORP.	
Solotone Individual Coln Box	(No Price Set)
Solotone Adaptor-Amplifiers	(No Price Set)
Solotone Studio and Telephoning	
Bridging Units	(No Price Set)
Solotone Booster Amplifiers	(No Price Set)
WURLITZER	
1080 Colonial	875.00
1015 Std Phonograph	914.50
1017 Concealed Chgr.	499.50
3020 5-10-25c 3-Wire Wall Box	69.50
3025 5c 3-Wire Wall Box	42.50
3031 5c 30-Wire Wall Box	39.50
3045 5c Wireless Wall Box	48.50
215 Wireless Transmitter	17.50
216 Wireless Impulse Rec.	22.50
217 Aux. Amplifier	30.00
218 30-Wire Adap. Terminal Box	15.00
219 Stepper	35.00
4000 Aux. Steel Speaker	45.00
4002 Aux. Plastic Speaker	45.00
4003 Aux. Wooden Speaker	17.50
4004 Musical Note Speaker	27.50

RADIO

FIRESTONE ENTERPRISES, INC.	
At Your Service Radio	(No Price Set)
CORADIO	
Coradio	59.50

RA-O-MATIC CORP.

Radio	(No Price Set)
TRADIO, INC.	
Tradio	(No Price Set)

PINS

BALLY	
Midget Racer	299.50
CHICAGO COIN	
Kilroy	279.50
EXHIBIT	
Fiesta	320.00
GENCO	
State Fair	(No Price Set)
GOTTLIEB	
Baffle Card	322.00
UNITED MFG. CO.	
Rio	(No Price Set)
WILLIAMS	
Show Girl	(No Price Set)

COUNTER GAMES

A.B.T. CORP.	
Challenger	65.00
AMERICAN AMUSEMENT CO.	
Junior League Bat-A-Ball	79.50
AMUSEMENT ENTERPRISES, INC., N. Y.	
Whirl a Ball:	
Single	47.50
2 to 24	46.50
25-99	45.00
100 or more	43.50
DAVAL	
Gusher (5c Play)	54.00
Buddy	33.00
Free Play	75.00
Mexican Baseball	59.50
Best Hand	59.50
Oomph	59.50
GOTTLIEB	
DeLuxe Grip Scale	39.50
MARVEL MFG. CO.	
Pop Up	49.50

ARCADE

AMERICAN AMUSEMENT CO.	
Bat a Ball	249.50
AMUSEMENT ENTERPRISES, INC., N. Y.	
Bank Ball	375.00
Tri-Score	475.00
EDELMAN DEVICES	
Bang A Fitty:	
10' — 8"	425.00
11' — 8"	450.00
13' — 8"	475.00
ELECTROMATON, INC.	
Super Triangle	469.50
FIRESTONE	
Skill Roll	379.50
Tally Roll	469.50

INTERNATIONAL MUTOSCOPE	
Photomatic	1495.00
Voice-O-Graph	1495.00
Atomic Bomber	495.00
METROPOLITAN GAMES	
Card Vendor	29.50
Double Up Skill Bowl	399.50

ONE-BALLS

BALLY	
Victory Derby	646.50
Victory Special	661.50

CIGARETTE MACHINES

C. EIGHT LABORATORIES	
"Electro"	189.50
DU GRENIER CHALLENGER	
7 Column Flat Mach w Stand	155.50
9 Column Split Mach w Stand	165.50
9 Column Flat Mach w Stand	171.50
11 Column Split Mach w Stand	176.50
NATIONAL VENDORS, INC.	
Model 9E (Electric)	321.70
ROWE	
Crusader (8 Col) w Stand	145.75
Crusader (10 Col) w Stand	162.25
U-NEED-A VENDOR	
Monarch 6 Col w Stand	144.50
Monarch 8 Col w Stand	154.50

BELLS

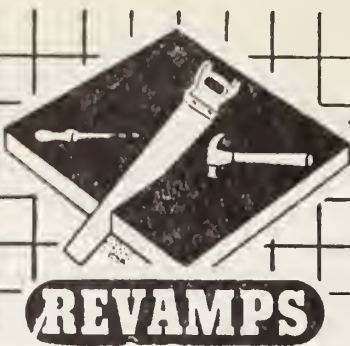
GROETCHEN	
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50
MILLS SALES CO. LTD.	
Dollar Bell	(No Price Set)
O. D. JENNINGS	
5c Bronze & Std Chiefs	299.00
10c Bronze & Std Chiefs	309.00
25c Bronze & Std Chiefs	319.00
50c Bronze & Std Chief	(No Price Set)
5c DeLuxe Club Chiefs	309.00
10c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chiefs	329.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Silver Eagle	(No Price Set)
PACE	
5c DeLuxe Chrome Bell	290.00
10c DeLuxe Chrome Bell	310.00
25c DeLuxe Chrome Bell	330.00
50c DeLuxe Chrome Bell	475.00
\$1.00 DeLuxe Chrome Bell	635.00
5c Cherry Bell	250.00
10c Cherry Bell	275.00
25c Cherry Bell	300.00
50c Cherry Bell	500.00
\$1.00 Cherry Bell	600.00

CONSOLES

BAKER	
5c Baker Pacers Csh Std Mod.	597.50
25c Bakers Pacers Csh Std Mod.	677.50
5c Bakers Pacers Csh DD Mod.	668.50
25c Bakers Pacers Csh DD Mod.	747.50
5c Bakers Pacers Chk Sep Std	
Mod	657.50
5c Bakers Pacers Chk Sep DD	
Mod	743.75
BALLY	
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
5c Draw Bell	477.50
25c Draw Bell	497.50
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BUCKLEY	
Track Odds DD JP	1250.00
EVANS	
Bangtails 5c Comb 7 Coin	674.50
Bangtails 25c Comb 7 Coin	764.50
Bangtail JP	671.50
Bangtail FP PO JP	839.50
1946 Galloping Dominoes JP	671.50
Winterbook JP	826.00
O. D. JENNINGS	
Challenger	545.00
KEENEY	
Bonus Super Bell 5c FP & PO	740.00
Bonus Super Bell 5c 25c	
FP & PO	1000.00
Bonus Super Bell 5c 5c	
FP & PO	1000.00
Bonus Super Bell 5c 10c 25c PO	
(No Price Set)	

NOTICE!! ALL NEW EQUIPMENT APPEARS ON THIS PAGE ONLY UNTIL RELEASED BY MANUFACTURER TO BE ADVERTISED AS "USED". BE SURE TO ADD FREIGHT AND SALES TAX CHARGES WHERE NECESSARY FROM MANUFACTURER'S HEADQUARTERS TO SALES POINT!!

C.M.I.
BLUE
BOOK



Action from—Start
Ajax from—Score Card
All Out from—Cross Line
Archery from—Cadillac
Arizona from—Sun Beam
American Beauty from—Attention
Battle from—Zombie
Big Tent from—Big Show
Big Three from—Big Show
Big Top of '45.....from—Twin Six, Clover,
Sky Ray
Bingo from—Lite-a-Card
Bombardier from—Follies '40
Bowling Alley '42.....from—Bowling Alley
Brazil from—Do-Re-Mi
Burlesk from—Follies '40
Casablanca from—Glamour
Cupid from—Roxy
De-Icerfrom—Red, White & Blue
Destroyer from—Cadillac
Dive Bomber from—Formation
Eagle Squadron.....from—Big League,
Big Town
Easy Pickin' from—O'Boy
Falling Suns from—Ten Spot
Fan Dancer from—Roxy
Flash from—Punch
Flat Topfrom—Broadcast, Crossline
Flight from—Sporty
Flying Tigers from—Play Ball
Foreign Colors from—Owl
Grand Canyon.....from—Double Play
Hi-Boy from—Metro
Hi-Jinks from—Glamour
Hit-the-Japsfrom—Gold Star
Hockey '42from—Silver Skates
Idaho from—Zombie
Jeep....from—Duplex, Leader, Sky Blazer
Kismet from—Scoop
Klipper from—Scoop
Knock-Out-the-Japs from—Knockout

Parade Leader from—Drum Major
Paratroop from—Powerhouse
Peacherino from—Jolly
Pep from—Wow
Playtime from—Gold Star
Pin Up Girl from—Silver Skates
Production from—Blondie
Rat from—Zig Zag
Redheads from—Blondie
Roll Call from—Vacation
Sailorettes '42 from—Follies '40
Scout Commander from—Fleet
Sea Power from—Four Roses
Sentry from—Leader
Shangri-La from—Mr. Chips
Sink-the-Jap from—Seven Up
Sixty Grand from—Big Town
Sky Rider from—Pan American
Slap-the-Jap from—Stratoliner
Smak-the-Jap from—Ten Spot
South Seas from—Knockout
Luxury from—Rotation
Marines-at-Play from—Flicker
Midway from—Zombie
Nite Club from—Formation
Nine Bells from—Mr. Chips
Over-the-Top from—Powerhouse
Speedway from—Entry
Spot-Cha from—Attention
Stage Door Canteen from—Liberty
Starlight from—Triumph
Stepper from—Blondie
Strip Tease from—Chi-Coin Games
Torpedo from—Formation
Trade Winds from—Sky Blazer
Triple Entry from—Home Run
Wagon Wheels from—Duplex
White Sails from—Silver Spray
Yankee Doodle from—Mascot, Attention,
Zingo from—Mascot, Attention,
Silver Skates, Air Force
Liberty from—Flicker

REVAMPED ONE-BALLS

All-American Derby..from—Sport Special,
Record Time
Big Three from—Club Trophy
Dust Whirls from—Club Trophy
Fast Track..from—Sport Page, Blue Ribbon
Foreign Colors from—Owl
Pastime from—Turf Champs

Race King..from—Thistledown, Sea Biscuit
Rockingham....from—Grand Stand, Grand
National, Pacemaker
Victorious from—Turf Champs
War Admiral from—Grand Stand
Whirlaway..from—Blue Grass, Dark Horse,
Sport Special

...the big hello!

We're leaving the secretary behind to take care of the switchboard — and the office boy to keep her company — then the entire Runyon Sales staff is

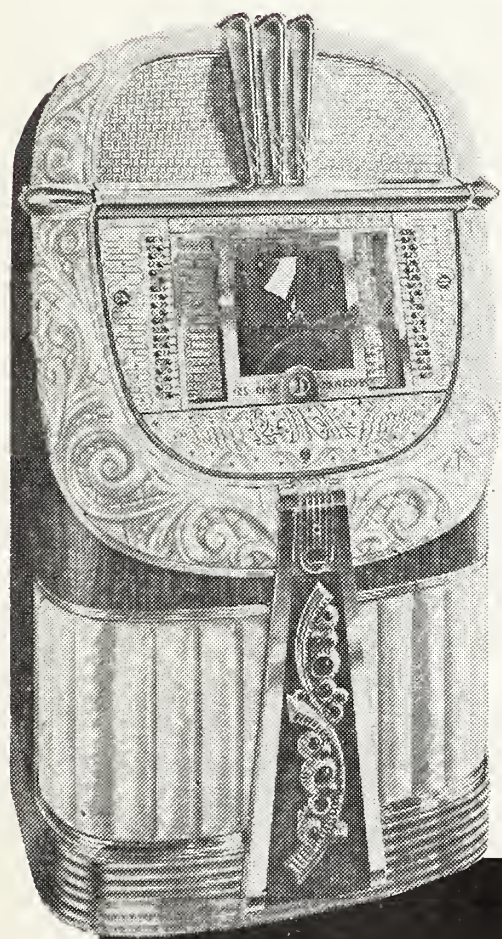
OFF TO CHICAGO!

We can't wait to see all our old friends at the CMI convention and give you . . . the big hello!

HAVE WE GOT THINGS TO TALK ABOUT!!

As the outstanding distributor in the East we're handling the country's outstanding music machine . . . the AML. We're proud of our position and even prouder of representing the AML.

We'll be seeing you at the AML booths . . . numbers 38 - 38A - 40. All we ask is that when you start telling us how wonderful the AML really is . . . just let us get a word in about our set up in New York, New Jersey and Connecticut!



RUNYON SALES CO. OF NEW YORK, INC.

593 TENTH AVENUE, NEW YORK 18, N. Y.



RUNYON SALES COMPANY

123 WEST RUNYON STREET, NEWARK 8, N. Y.

be first in your territory

with *Tel-O-matic*

the only centralized sound system that supplies superb musical entertainment automatically 24 hours a day



to stores and super markets



to doctors' and dentists' offices



also to business offices, banks, restaurants, hotels, beauty parlors, department stores, specialty shops, and many other suitable music locations . . . Trouble-free—can be serviced by the operator (no technical knowledge necessary). Meets every requirement of all telephone companies throughout the United States. Not an experiment . . . has been in actual profitable use for over 7 years.

EXCLUSIVE DISTRIBUTING TERRITORIES AVAILABLE—write, wire or phone, now!

RUNYON SALES CO.

of New York, Inc., 593 Tenth Avenue, New York 18

Manufactured by **TEL-O-MATIC PRODUCTS, INC.**

Look us up at the CMI Convention . . . Booths 101 and 102.

in your territory

The Company

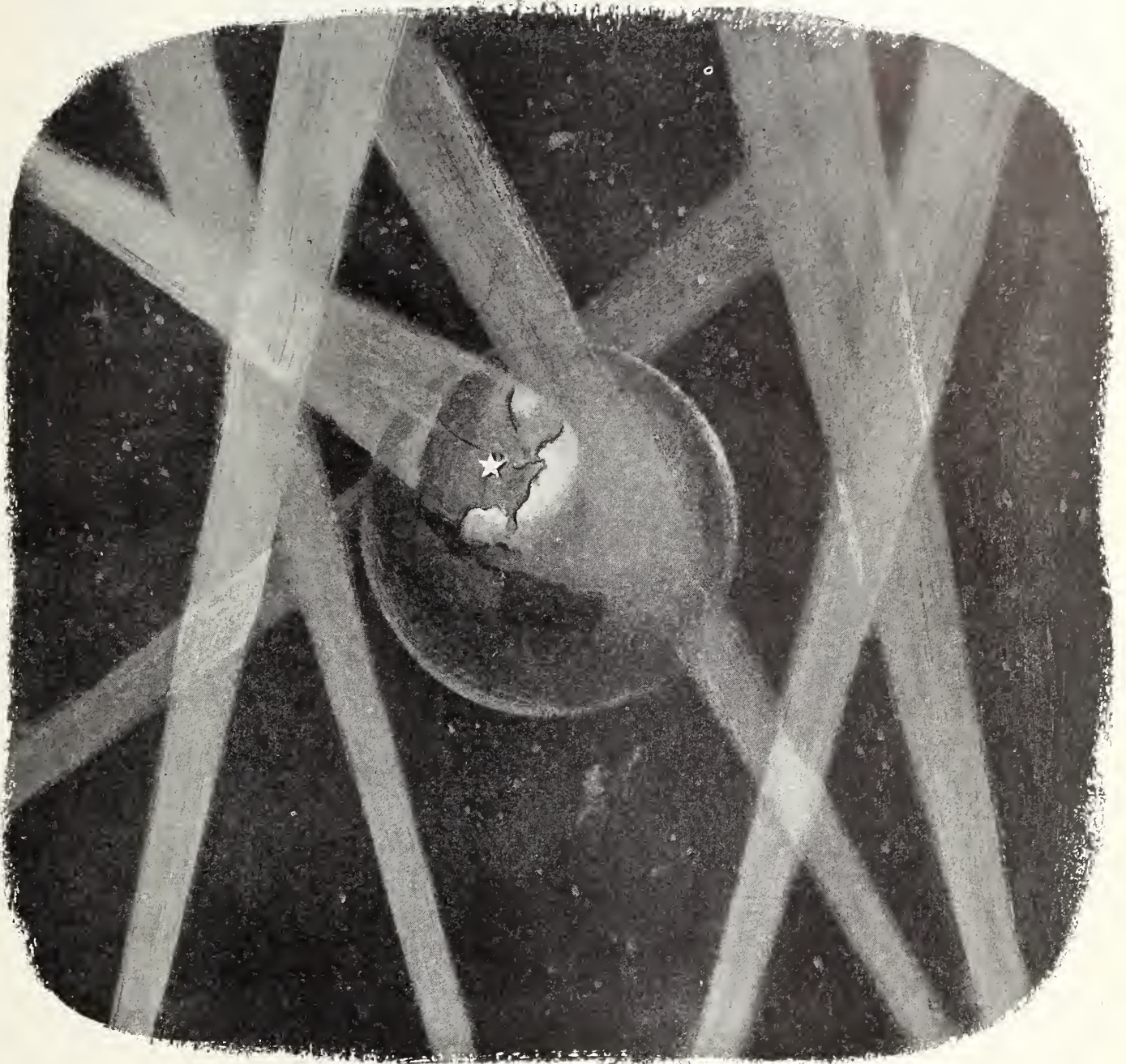
Representatives of the Company are authorized to sell and distribute the Company's products in your territory.

10-10-10

10-10-10

RUINION SALES CO.

you are cordially invited to attend the
WORLD PREMIERE



of the new MILLS CONSTELLATION

THE FIRST TRULY POSTWAR AUTOMATIC PHONOGRAPH

THE MILLS PHONOGRAPH PARADE

February 3-4-5-6 • Hotel Continental, Chicago

1906

JENNINGS

1947

*J*he leader in the field for over 40 years
welcomes coinmen to their biggest convention



AT this first Coin Machine Convention since 1941, I wish to extend my sincere greetings and best wishes to distributors and operators from all over the United States. I know that this show is the biggest and best that's ever been held and will be a most successful one in the exchange of ideas and developing of new plans for the coming year.

We at Jennings have just gotten back into production on our own machines after several years of intensified war work. We expect during this year to be able to meet the ever-increasing demand for our well-known equipment.

In the meantime, we're looking forward to seeing you at the big show and to renewing old friendships which we prize so highly.

O. D. Jennings

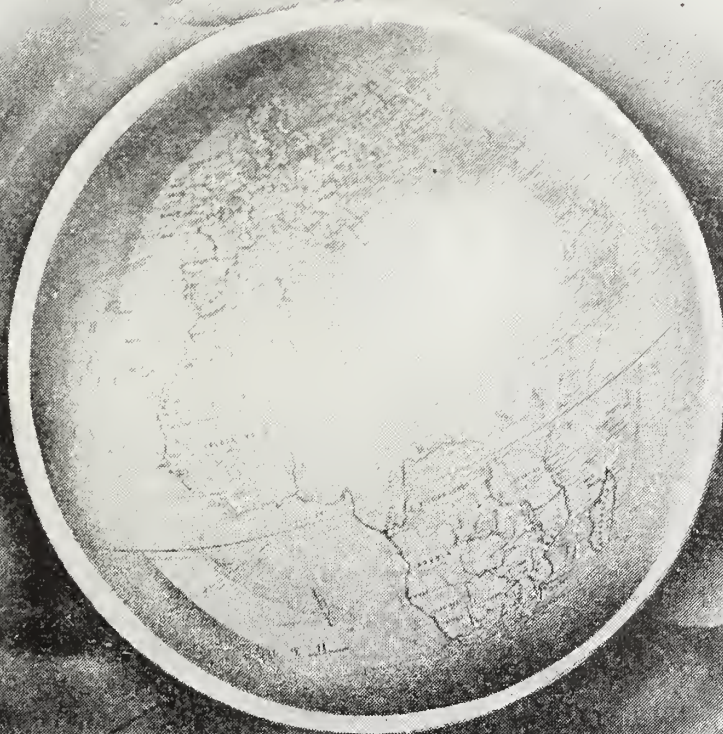
O. D. JENNINGS & CO.
4307-39 W. LAKE STREET
CHICAGO 24, ILLINOIS

Manufacturers of the famous Standard Chief,
Club Chief, Bronze Chief, Challenger and many
other coin-operated machines



FOR COIN-HANDLING PERFECTION

THE WORLD TURNS TO



NATIONAL SLUG REJECTORS, INC.

BOOTH NO. 79 AT COIN MACHINE INDUSTRY SHOW

FACTORY AND GENERAL OFFICES: 5100 SAN FRANCISCO • SAINT LOUIS, MISSOURI
AUTHORIZED SERVICE CENTERS: LOS ANGELES • CHICAGO

Be Sure To See All That's New

... But Always Remember:

**the best coin machine
is no better than
its slug rejector**

WORLD'S LARGEST MANUFACTURER DEVOTED ENTIRELY TO THE PERFECTION OF COIN HANDLING AND DETECTING DEVICES; MAKERS OF
SLUG REJECTORS, INTERCHANGEABLES, CHANGE-MAKERS, RADIO TIMERS, CREDIT STORING DEVICES COIN SWITCHES AND RECEPTACLES

AS EASY AS TALKING ON THE TELEPHONE...

Easier!

That's **ONE** of the reasons
operators are having so
much success with

VOICE-O-GRAPH

TRADE MARK

THE coin-operated, fully automatic
Voice Recorder that delivers a perma-
nent, unbreakable recording. Mail it any-
where...Replay It on any phonograph.

**SEE A DEMONSTRATION AT YOUR
NEAREST VOICE-O-GRAPH DISTRIBUTOR
—AND ASK FOR DOLLARS AND CENTS
PROOF OF VOICE-O-GRAPH'S EARNING
POWER IN YOUR TERRITORY.**

AUTHORIZED DISTRIBUTORS

Active Amusement Corp.
900 N. Franklin
Philadelphia, Pa.

Amalgamated Distributors Co.
226 W. Randolph St.
Chicago 6, Illinois

Associated Amusements, Inc.
848 Commonwealth Ave.
Boston 15, Mass.

Automatic Sales Co.
113 Third Ave., N.
Nashville 5, Tenn.

Banner Specialty Co.
1508 Fifth Ave.
Pittsburgh, Pa.

Daytona Beach Amuse. Co.
518 Live Oak Ave.
Daytona Beach, Fla.

Dixie Coin Machine Co., Inc.
910-912 Poydras St.
New Orleans, La.

Eastern Sales Co.
1824 Main St., W.
Rochester 9, N. Y.

H. & L. Distributors, Inc.
1524 Second Ave., N.
Birmingham 3, Alabama

H. & L. Distributors, Inc.
708 Spring St., N.W.
Atlanta, Ga.

Hy-C Music Co.
1415 Washington Avenue, S.
Minneapolis, Minn.

Lemke Coin Machine Co.
131 W. Vernor Highway
Detroit, Michigan

The Markepp Co., Inc.
4310 Carnegie Ave.
Cleveland, Ohio

Mills Sales Co., Ltd.
2827 W. Pico Blvd.
Los Angeles, California

Mills Sales Co., Ltd.
1640 18th St.
Oakland 7, Cal.

Mills Sales Co., Ltd.
600 S. E. Stark St.
Portland, Oregon

Phoenix Distributing Co.
611 W. Washington St.
Phoenix, Ariz.

Roanoke Vending Machine
Exchange, Inc.
13 S. Jefferson St.
Roanoke, Va.

Toronto Trading Post, Ltd.
736 Yonge St.
Toronto, Ont., Canada

United Novelty Co.
617 W. Capitol St.
Jackson, Miss.

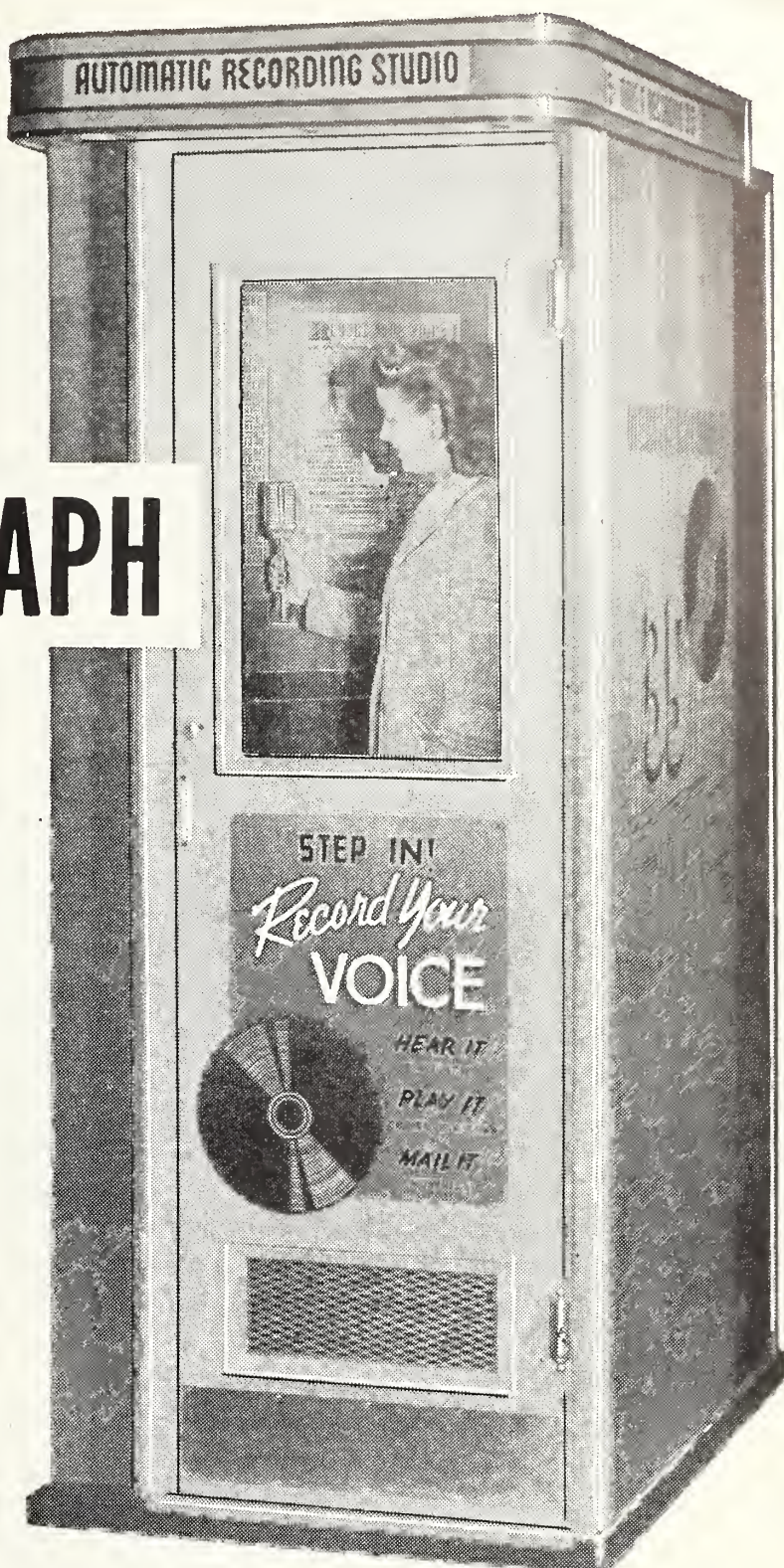
The Vending Machine Co.
206 Franklin St.
Fayetteville, N. C.

Walbox Sales Co.
1503 Young St.
Dallas, Texas

Cliff Wilson Distr. Co.
1121 So. Main St.
Tulsa, Okla.

Wood Distributing Co.
415 W. Main St.
El Dorado, Arkansas

United Novelty Co.
DeLauney & Division Sts.
Biloxi, Miss.



Soundproof booth. No outside noises. Rec-
ording is made by talking or singing into
protected Microphone. Recording is played
back before it is automatically delivered.

A proven money-maker on Location. Booth
is large enough for two people to record
conversation or song.

See
VOICE-O-GRAPH
PHOTOMATIC
ATOMIC BOMBER
AND OTHER MUTOSCOPE MACHINES
at
BOOTH 90A

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK



ABT *Big Time is ahead!*

This first large postwar Coin Machine Convention is the start of a bright future . . . we at ABT look forward to a banner year for the industry with new games and mechanisms . . . stop in at our booths and tell us what you have on your mind . . . we feel certain that we can get together for our mutual benefit.

ABT always makes the finest . . .

- ★ *Plug Rejectors*
- ★ *Coin Chutes*
- ★ *Target Skills*
- ★ *Air Rifles*
- ★ *Amusement Machines*
- ★ *Other Coin-operated Machines*

A.B.T. Manufacturing Corporation

715-723 North Kedzie Avenue, Chicago 12, Illinois



MEMBER

*This is a
latch string*



*this is a
friendly hand shake*



*this is a
welcome mat*



★ PACKARD ★ PLA-MOR

**EXTENDS WARM GREETINGS
AND WELCOMES YOU TO
BOOTHS 124-125-126-127**

**PACKARD
(PLA-MOR)**

PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES

• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS

• ACCESSORIES • 30-WIRE CABLE •

Ohio Operators

You Are Cordially Invited

by

WARREN C. DEATON, SR.

and

WARREN C. DEATON, JR.

GALION, OHIO

"Exclusive Rock-Ola Factory Distributors"

to

Attend

the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6



The home of
PHONOGRAPH
THAT Sells
MUSIC



ROCK-OLA
Manufacturing Corporation
800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

General
Remarks

For the Coast of Africa

by

James A. Smith

of

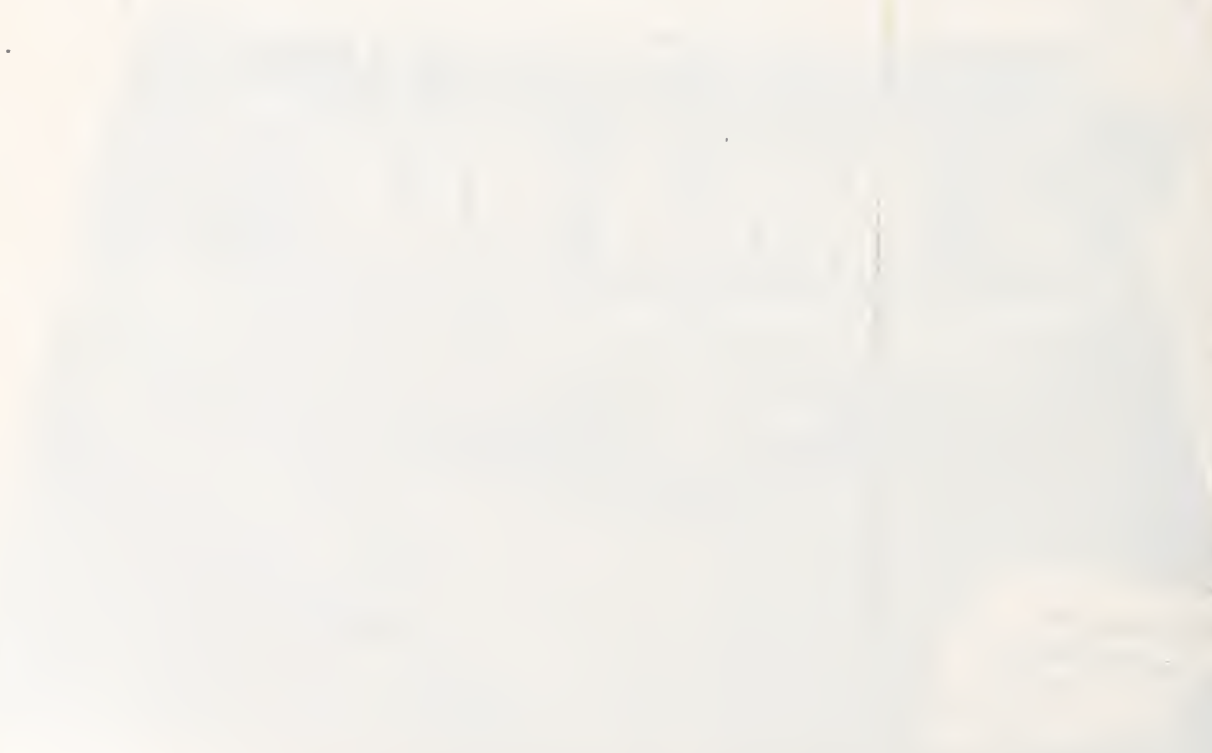
the U. S. Army

1845

of

the

of



U-NEED-A VENDORS

extends

a double welcome to

double big features*

***the big show of 1947**

CMI CONVENTION at Chicago,

Hotel Sherman . . . February 3, 4, 5, and 6th

***the big profit-promoter**

U-NEED-A Vendors' new

3-denomination cigarette machine, the new 1947 MONARCH. Takes nickels, dimes, and quarters. Tops everything for sheer beauty of design and mechanical simplicity

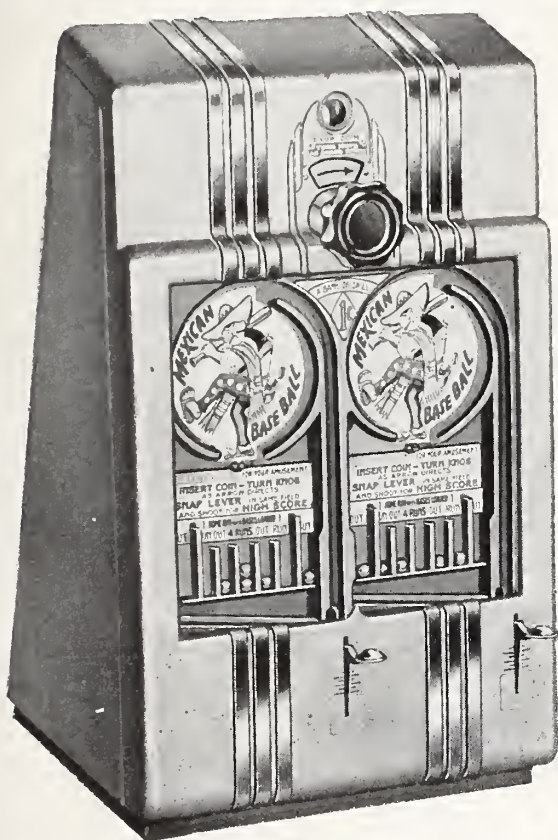
. . . Designed by the world-famous Norman Bel Geddes . . . see it for yourself at

U-NEED-A Vendors' Booth, number 68B



**288-308 FRELINGHUYSEN AVE., NEWARK 5, N. J.
BIGELOW 3-6767**

New! Revolutionary! Fast! DOUBLE PLAY for **DOUBLE PROFITS!**



MEXICAN BASEBALL

2 COINS FOR COMPETITIVE PLAY

2 SEPARATE CASH BOXES

2 TIMES THE AVERAGE PROFITS

\$59.50
F.O.B. Chicago
1c PLAY
(5c Play Available)

Also available in high score models. Occupies counter space only 12"x8".



BEST HAND

"SKILL-THRILL"

Small and compact . . . the fastest action pistol game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when target is hit.

SEE FOR YOURSELF
at
BOOTHS
20-21-22

C.M.I. CONVENTION

"POSTMASTER"

A trouble-free, precision-built postage stamp machine that vends sanitary stamps from U. S. Government rolls. Interchangeable, case-hardened parts.

"De Luxe" FREE PLAY

- Location Tested and Proved
- Properly Percentaged
- Guaranteed Mechanically Perfect

A fast-action game with plenty of player appeal. No maintenance cost. Daval precision-built mechanism in a compact, streamlined all metal attractive case, 11" high, 7" deep and 9" wide, finished in beautiful sparkling colors. Available in fruit or cigarette reels.

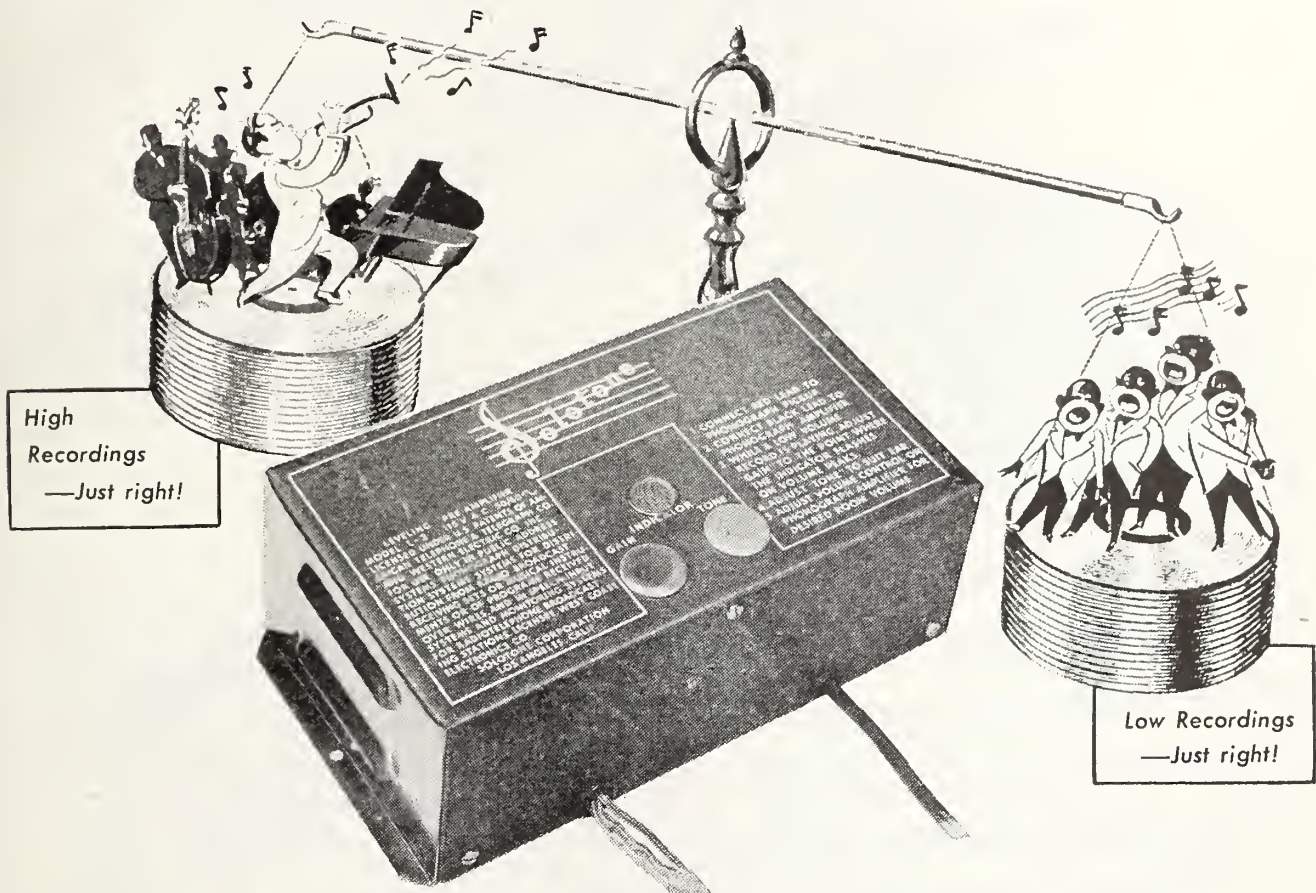
\$74.50
F.O.B. Chicago
Ball Gum Model
\$15. Extra



DAVAL

PRODUCTS CORPORATION 1512 N. FREMONT • CHICAGO 22

NOW — A PERFECTED WAY TO BALANCE ALL RECORD VOLUME



Solotone

LEVELING PRE-AMPLIFIER

New in principle . . . new in action . . . new in results.

The Solotone Leveling Pre-Amplifier is entirely different from any previous unit of this kind, in that it does not pull the high notes down, but raises the tone level of ALL NOTES to a predetermined level in the pre-amplification stage. By amplifying all notes, instead of taking the high notes out, the quality of the music is unaffected.

Stack up the records — from a high level Harry James recording — to the low volume of a Mills Brothers. The Solotone Leveller automatically plays them all at the most pleasant, easy-to-hear volume. NOT ONE TONE IS LOST!

The Solotone Leveller is simplicity itself. One model — FOR BOTH MAGNETIC AND CRYSTAL PICKUP — is installed in a matter of minutes. An exclusive Solotone feature — an electric eye — shows you the proper volume setting — no guesswork — no critical adjustments — just one control knob.

Fully licensed and protected under Western Electric patents and is guaranteed by the Solotone Corporation. The entire unit measures only 3½" x 5" x 9" and can be installed inside your phonograph right on location. No rewiring necessary.

Immediate delivery. ONE MODEL FITS ALL PHONOGRAPHS. \$44.50 complete with full installation instructions. See your jobber at once or write us direct enclosing 25% deposit.

HOW IT WORKS

Superior reproduction of all types of recordings is possible only with the Solotone because it proportionately raises the sound level of ALL TONES in the pre-amplification stage. The weak tones (in a "Mood Indigo" recording, for example) are raised considerably more than are the stronger tones in a high recording. These high tones are NOT SUPPRESSED. They are actually intensified, along with the weaker tones to bring up all tones to a pleasing, uniform level. Volume is then adjusted in the usual way to suit the individual location.

Quantity Discount To All Qualified Jobbers

SOLOPHONE CORPORATION

2311 WEST PICO BLVD. LOS ANGELES, CALIF.

Solotone



STILL A YEAR AHEAD — NO CHANGE IN DESIGN

Keep ahead with Solotone in '47. Solotone gives you ALL the features that add up to more take. Any location is a *better* location with Solotone.

MORE PROFITS — The Solotone take can double . . . treble what you have been accustomed to with phonographs. With Solotone, numerous boxes are installed in every location and each box earns its own revenue.

MORE MONEY — Solotone has double coin chutes. Because of this original feature the 10c added take can increase your profits as much as 30% over any individual music system.

MORE LOOKS — Brilliant, striking colors give Solotone boxes extra attraction value . . . and with many Solotone boxes in each location more customers are exposed to the Solotone play habit.

MORE TONE — Listen to Solotone. The genuine 6-inch speaker plays the kind of music customers expect to hear . . . and the nickels and dimes keep repeating.

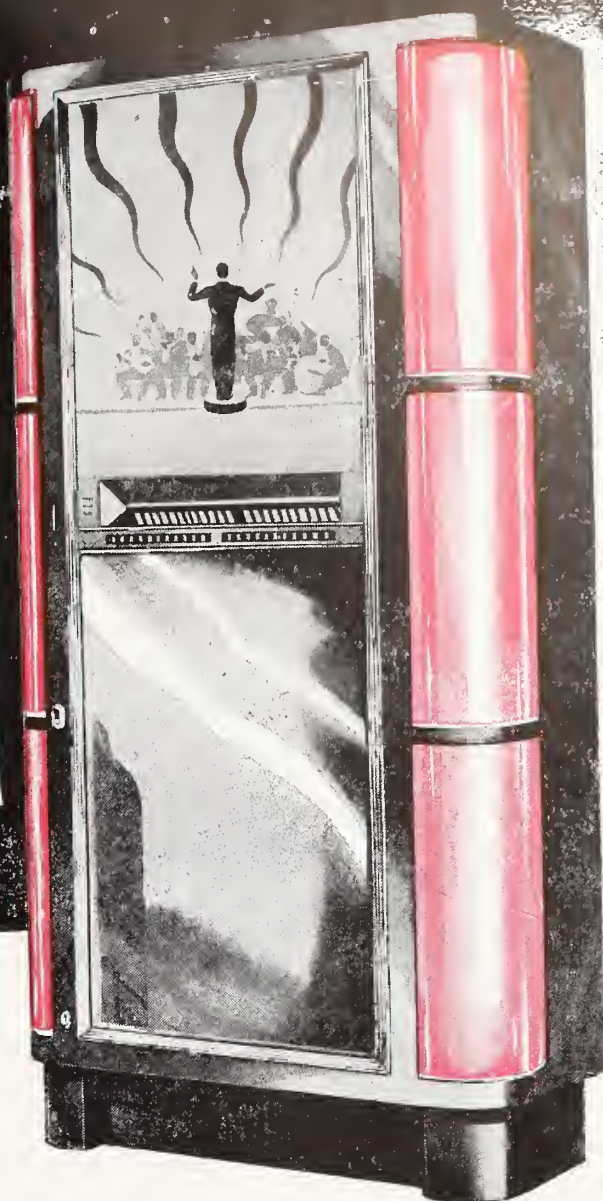
Get the full Solotone story today. See it in Booths 31-32 at the Coin Machine Industries Show, Sherman Hotel, Chicago, or wire us today for complete details.

SOLOTONE CORPORATION

2311 WEST PICO BLVD., LOS ANGELES 15, CALIF.

C A L I F O R N I A H A S D O N E I T A G A I N !

THE PROFITABLE NEW
Mirror-Tone
SELECTOR



NEW, STUNNING, LOW-PRICED SELECTOR
ADAPTABLE TO ANY HIDEAWAY —
PAYS A PROFIT WITH A NICKEL!

You made the coin machine music business successful on a nickel! And you can still make the nickel pay off—with Mirror-Tone.

Here's the biggest new idea in music merchandising—tested and profit-proved in the heart of the West Coast entertainment world.

Your old equipment has lost its appeal. Locations are demanding a shot in the arm.

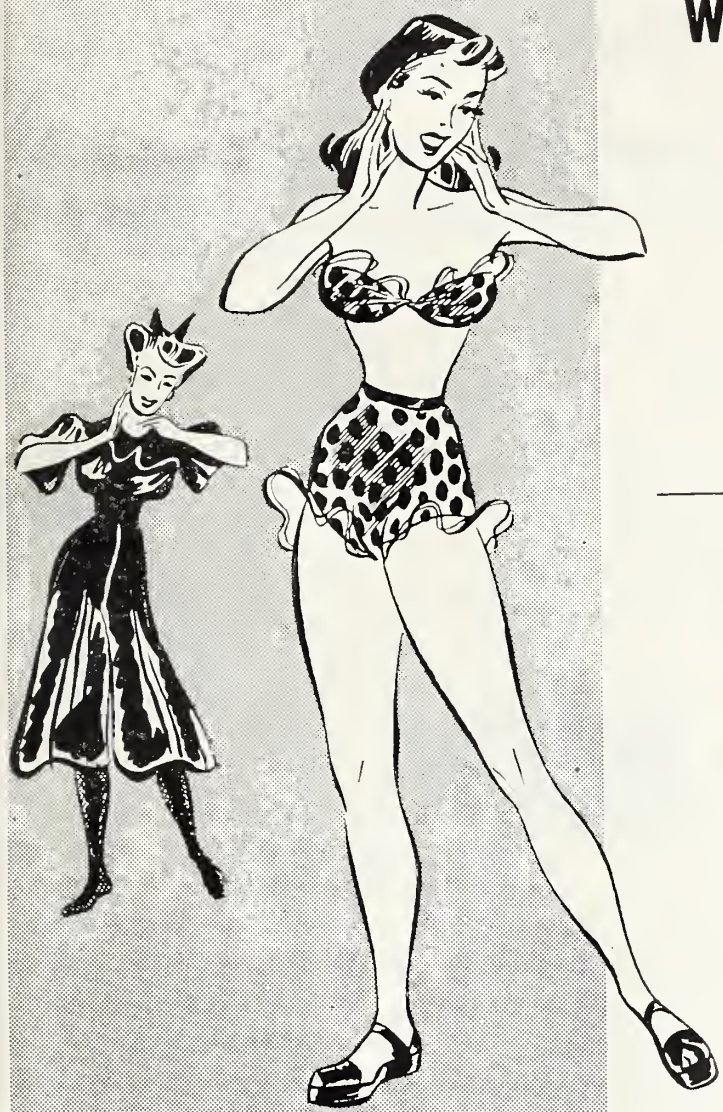
Mirror-Tone is your answer. It's priced low enough to cover *all* locations. It's adaptable to *all* phonograph hideaway units. Its stunning beauty will satisfy *all* locations. *And it's profitable to operate on a nickel!*

See Mirror-Tone in booth 31-32 at the Coin Machine Industries Show, Sherman Hotel, Chicago, or wire us for complete details NOW.

**Unmatched Beauty,
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- ★ Choice of various mirror designs
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- ★ Used with any hideaway unit
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- ★ Welded steel fireproof construction
- ★ 42" wide x 76" high x 14" deep

SOLO-TONE CORPORATION
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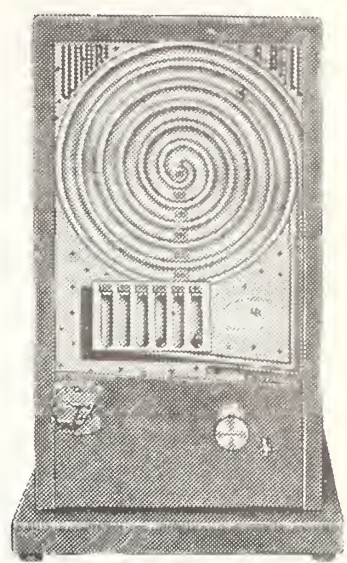
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This is **PROGRESS** . . . made possible by our constant drive for new, outstanding games that are sure to "click"

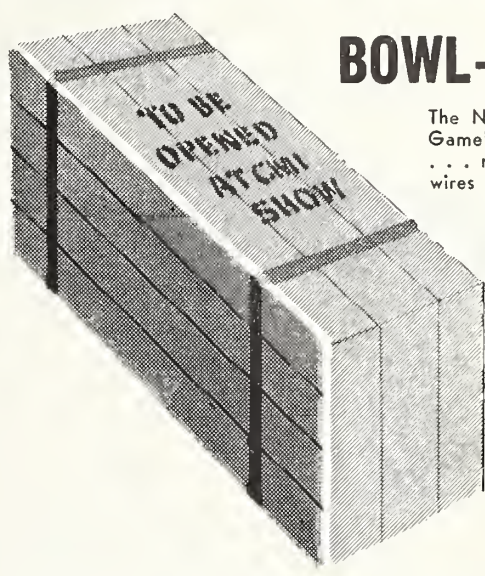
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THE GAME THAT
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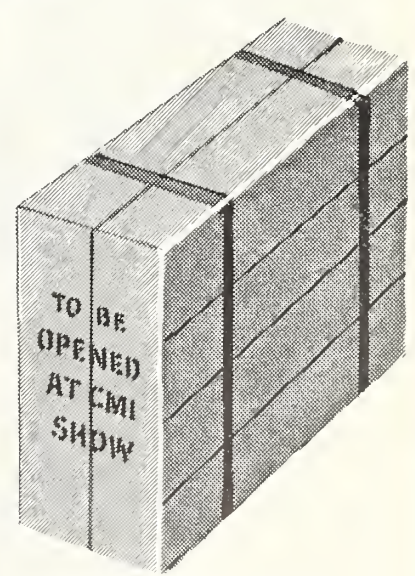
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Game! Pins set automatically
. . . no strings . . . no
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Superlative, High-Score
Roll-Down. A game that
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ROLL IN DAY AFTER DAY WILL SEE ALL NEW
"QUICK TO CLICK" GAMES
AT BOOTHS 61 AND 61-B**
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November 4, 1946

Automatic Coin Machine Co.

Distributors

Packard Face Center

September 12, 1946

Wurlitzer

WOLF SALES CO.

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September 5, 1946

UNITED Amusement Associates

1773-1797 Union Street

San Francisco 23, Calif.

ATTENTION: Geo. R. Murdock

November 25, 1946

Southern Music Distributing Company

JACKSONVILLE • ORLANDO • MIAMI

October 19, 1946

Mr. Fred S. Newman

George R. Murdock and Associates, Inc.

1773 Union Street

San Francisco 23, California

Dear Mr. Newman:

We have received the Wayne Volume Equalizer and have put it to work on a Solotone System. The results are excellent. As stated in our letter of October 3rd, we are interested in hearing from you relative to the distributing of this item. Awaiting your reply, we are

Yours very truly,

SOUTHERN MUSIC DISTRIBUTING CO.

Rox Road

Dear Mr. Murdock:

We would appreciate your sending us ten each of the Wayne Volume Equalizers for use with crystal pick-up. We want these equalizers for use with Rockola Phonographs.

Thanking you, we are,

Sincerely,

UNITED AMUSEMENT COMPANY

E. V. Qden

Parts Dept.

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Wayne Automatic Record Volume Equalizer

Revolutionary!

EXCLUSIVE automatic volume control requiring no tuning or adjustment: no other unit comparable to it. Manufacturers, distributors, jobbers applaud the sensational new Wayne Equalizer. Full Money-Back Guarantee.

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Based on the fundamental principals of the great pre-war Maestro wired music phonograph that has served operators so successfully and profitably . . . the greater all-new 1947 Maestro system embodies breathtaking new beauty . . . operator conveniences . . . and versatile money-making ability never before approached in any phonograph. Five years intensive engineering plus continuous field testing in Maestro's own extensive Los Angeles and Hollywood operations have developed and perfected such exciting features as . . . the Maestro "Hollywood" all-mirrored cabinet . . . the Maestro "alphabetical record file" . . . fool-proof, tool-proof, plug-in unit construction . . . and dozens of other practical, useful, money-making Maestro firsts.

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5-BALL FREE PLAY

Adopted from Gottliebs' famous Stage Door Conteem, Miss America glows with ultra appeal. Has all the tested features of Conteem, plus additional play incentives . . . includes the new BALL BACK FEATURE! Judged the Winner!



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CHANGING MULTIPLE ODDS

One-Ball, convertible to fast 5-Ball play. Available in Bell type or Replay models. FIRST in features that promote profitable play . . . FIRST in features that protect your earnings! Picked by the experts as the "class" of the One-Balls!

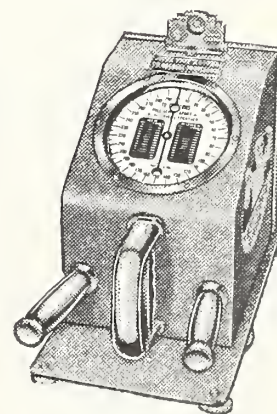
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IMPROVED 3-WAY STRENGTH TESTER

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Performance

Consistent
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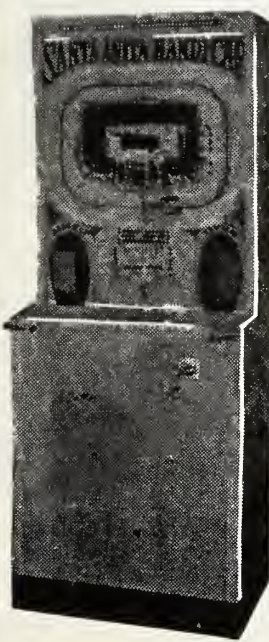
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Here are 4 Brand New Firestone Winners!

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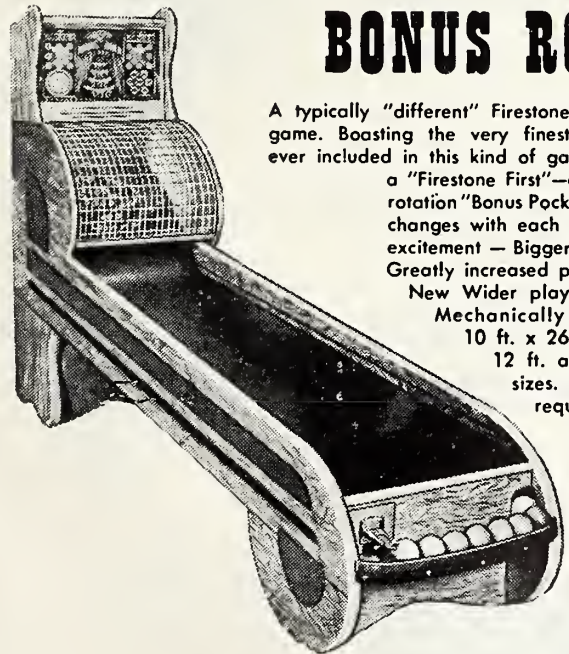
SANTA ANITA HANDICAP

For a brand new money maker don't miss this sensation! It's been tested and proven irresistible to players everywhere! A two player game packed with plenty of player competition! SANTA ANITA HANDICAP is an exciting race game where the score and the winner depend strictly on the skill of the players. And its hard wood cabinet can really take it! A flashy progressive backboard peps up the play to a terrific fever pitch! A natural fast play in any location!



ROLLOBALL

This roll down game gets every player with its chance at a big score! ROLLOBALL'S hard wood cabinet with chrome trim will stand up under a lot of kicking around. And its sparkling lite up backboard keeps them playing and playing! Interchangeable units make for easy servicing. Large cash box quiet operation . . . everything you could want! It measures 5'9" long, just the right size to go into that location and earn big money for you!

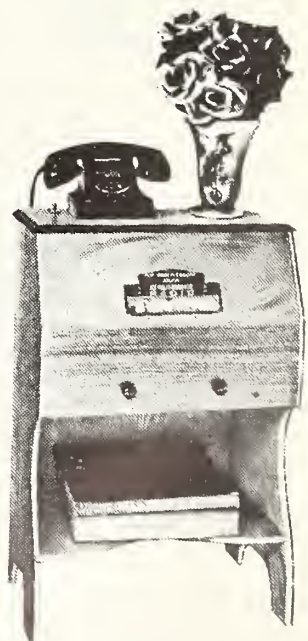


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A typically "different" Firestone-designed game. Boasting the very finest features ever included in this kind of game—PLUS a "Firestone First"—a thrilling rotation "Bonus Pocket," which changes with each roll. New excitement — Bigger scores — Greatly increased popularity. New Wider playing field. Mechanically perfect! 10 ft. x 26 in. (Also 12 ft. and 14 ft. sizes. Prices on request.)

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AT-YOUR-SERVICE-RADIO meets every requirement of hotels, tourist camps, hospitals, etc., because it is Location-Tested. Every flaw has been eliminated, assuring coinmen of trouble-free, profitable operation! Every customer-appealing feature of AT-YOUR-SERVICE-RADIO points to minimum maintenance, heavy profits. Here's why:
• Delivers one hour of matchless radio reception for 25c.
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appearance**



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tone quality**



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design**



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Precision Built for Long,
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Studio Amplifier
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simplified, automatic
control and continuous
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Showtime



By R. R. (Rudy) Greenbaum
Vice-Pres. & Commercial Sales Mgr.
Aireon Mfg. Corp.,
Kansas City, Kans.

It has been over five years since all of us have had an opportunity to get together for the big convention, known to the industry as "Showtime".

It is a rare opportunity presented to all of us to renew old friendships and to meet new acquaintances.

The opportunity of "Showtime" this year, I am certain, will leave much to be remembered. Many of the oldtimers that we knew and loved will not be with us this year, for some have gone to the great beyond, and some are ill and cannot attend, and others have moved into other fields. There will, however, be many of the oldtimers. There will be plenty of newcomers and it is for us who have been in this industry many years to welcome the newcomers with open arms and show them the proper way, insofar as we are able, from our past experience.

The manufacturers, all of them, will undoubtedly display many new and novel ideas. Some of these ideas will not be manufactured—but most of them will.

It will be an unusual and wonderful display of the ingenuity, the imagining, and development of thousands of fertile minds, concerned only with the continued success of operators everywhere. It will be a show par excellence. It will give birth to many more innovations.

I, personally, am looking forward with great anticipation to this wonderful display at "Showtime".

Whether you are a manufacturer, manufacturer's representative, distributor, jobber, operator, or supplier, it is incumbent upon you to be present during this show of shows for the most obvious of reasons.

It certainly will not be the stereotyped show of years ago. The glamour, the excitement, the novel innovations, the tinsel, and the ballyhoo will all be there and I am looking forward to seeing you, meeting you, and talking to you personally at "Showtime".

THIS IS HOW TO CUT YOUR SERVICE OVERHEAD 24 HOUR SERVICE FOR OPERATORS OF MUSIC MACHINES, 7 DAYS A WEEK

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USED PHONOS — ALL MAKES WE BUY AND SELL ROUTES

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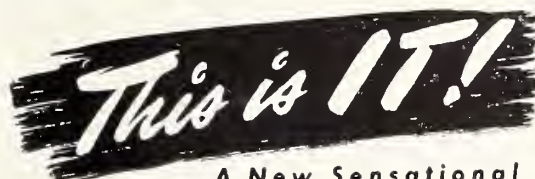
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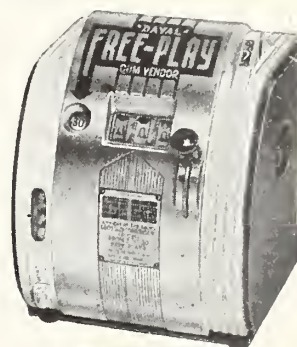
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A New Sensational DAVAL Counter Game "Free Play" ... with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.



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The Welcome Mat Is Out



By J. Raymond Bacon
Vice President and General Mgr.
O. D. Jennings & Co., Chicago

Five years have whizzed by with the speed of a rocket since the last coin machine show. Five years packed with the kind of action that leaves you just a little breathless when the shouting dies and the cold figures list so many wounded, so many dead.

Twice in those five years the industry has rolled up its sleeves and tackled new jobs. First, head-on into new machining, new assembly, new personnel problems to come out tired but happy to receive Army-Navy "E" awards by the bushel.

Then just when we thought that everything was under control—zingo the second sleeve roller came along in the shape of reconversion. It took most of last year to iron out the big kinks but again the coin machine industry emerged with finer, smoother running, better looking products.

We at Jennings, like the rest of the manufacturers, are looking forward to the big trek to Chicago on February 3rd. Operators, dealers and distributors from all over the world are going to have a chance to see what's new and have a swell time doing it.

Best of all though, I think is the chance this show affords to renew acquaintances, to shake hands with old friends and to make a lot of new ones. Yes sir—there will be a lot of smiles, jokes and belly laughs tossed around in the first week of February—and that's a good sign.

It's good to know that folks are going to let down and really enjoy themselves for the first time in five years. Hope you have a swell time and be sure you drop in to see us so we can share the good fellowship with you.

WHERE THE NORTH MEETS THE SOUTH



you'll find AMI's and Automatic Hostess! But regardless of your location, our location is where smart operators are replacing their equipment.

We'll give you a liberal trade on your equipment (if you fuss long enough about it), and we'll even work out, on your terms, an arrangement to convert your entire route to AMI's over a 3, 6, or 12 month period.

If you have had just one of these trouble-free machines on location we won't need to sell you — you'll BE sold!

AUTOMATIC MUSIC SYSTEM

Distributors

AMI PHONOGRAPHS and AUTOMATIC HOSTESS
306 WEST BROAD STREET, RICHMOND, VIRGINIA

"PEACHES FROM GEORGIA"

Will Be At The Show

America's Most Progressive

PARTS HOUSE

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SHERMAN HOTEL — FEBRUARY 3-4-5-6

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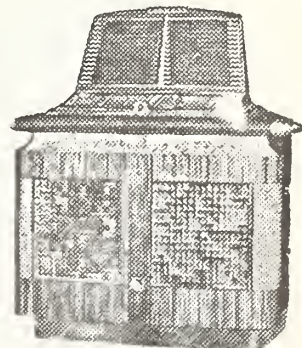
MACON, GEORGIA

IT'S WHAT'S IN "THE CASH BOX" THAT COUNTS

FOR 1947 AND GREATER PROFITS — IT'S AIREON

WE SPECIALIZE IN NEW AND
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THAT Sells
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Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Beginning Another Great Decade



By HERB JONES

Advertising Manager
Bally Manufacturing Co., Chicago

As the curtain rises again on the first coin-machine show since 1941, we look back to another great show ten years ago—the 1937 show.

At the 1937 show Bally presented two games which were destined to exert a powerful influence on the entire industry. The first of these games was "Bumper," which overnight revolutionized the novelty field by introduction of the bumper-idea. The second game which caused the 1937 show to be a memorable event in coin-machine history was "Fair-grounds," the game which popularized the multiple-coin idea in the

automatic one-ball field. Together the two games injected new life into an industry which had begun to worry about the future.

The 1937 show was the beginning of a great decade in the coin-machine industry — a period of tremendous progress, not only in the development of new and better coin-operated equipment, but also in the prestige which the coin-machine industry gained. The progress of the industry was, of course, interrupted by war, and half of the past decade was devoted, not to coin-operated equipment, but to the production of material of war. The five years which the industry lost to war were, however, fruitful in the development of new improved techniques and the industry—which received a large proportion of Army-Navy "E" Awards—proved its ability to fight in the front ranks of industrial warfare.

Now in 1947 the industry is again entering a new, exciting decade of rapid progress. The coming ten years will witness a tremendous expansion in the use of coin-operated mechanisms to provide all manners of services and amusements. While the problems of the industry will increase, opportunities for great success will also increase. The men in the industry—operators, distributors and manufacturers—who meet the increasing problems squarely and labor to solve those problems as they arise will be the men who will reap

the rewards of a greater, stronger industry.

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Pistachio Nuts—Parts—Supplies

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Here is truly the industry's most outstanding single unit merchandiser — the machine you want for big money in bulk vending. Location proved for profits and totally trouble-free performance. Built for 1c and 5c play; full slug protection; vends accurately; convenient in-a-door mechanism. Be wise. Before you buy, see DELUXE.



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MODEL 40 — ALL PRODUCTS

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Less than 25\$8.60
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381 FOURTH AVENUE

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POCKET BOOKS WILL BE AVAILABLE IN THE BOOK-O-MAT

The Book-O-Mat will be distributed by the Automatic Book Vending Machine Corporation and will be on display at Booth No. 197 at the Coin Machine Industry Convention in Chicago.



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THE 40 SELECTION PHONOGRAPH

AMI AUTOMATIC HOSTESS
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LES GRIFFIN MUSIC CO.

JACKSON, MISS.

Music Prospects Best In Years



By DE WITT (DOC) EATON
Vice-Pres. & General Sales Mgr.
AMI, Inc., Chicago

There's been a lot of talk about slump in music operating, slump in the general coin machine trade, slump in profits, slump, slump, slump!

In a recent trip around the country, I was amazed to find some of the wisest and most practical men in the business talking a lot of blue talk.

Whether there is cause for this kind of talk is not the point. Only a fool would try to maintain that collections and income are as good as they were a year ago. But the big point I want to make is: this talk of slump cer-

tainly doesn't chase the slump away, it only makes the slump worse. And no matter how wise the slump talker wants to seem, he is not wise at all to be caught talking in a negative vein.

We're all supposed to be salesmen, and salesmen are supposed to talk positively not negatively; salesmen are boosters who see only the silver lining; who exude confidence and enthusiasm and faith. Salesmen get all their action by being on the plus side, and they cease to be salesmen the minute they go minus.

We had a depression that lasted nearly ten years, and the coin machine business was one of the few businesses in the country that was immune to the depression.

We made our biggest growth during the depression, and thousands of new operators entered the business in that decade because they could make money with coin machines, when it was almost impossible to make money anywhere else.

In that period we didn't talk slump—we went out and expanded, worked harder, never stopped selling. And, if anyone with a practical memory will look back over those years, he will recall a time when collections suddenly went down on many lines of merchandise, sales slowed down to a walk, and if he or anyone else had wanted to shout, "This is the end!", it could easily have put a damper on

coin machine prosperity.

We were all plus then and we should be plus now. Take the subject of music. There were four war years when no phonographs were built or shipped. The old stuff had to do. Every day now, that old stuff gets a day older and less appealing to its owner as well as to the public. It will take several years to make up for the production losses of those four war years. Meanwhile, the old equipment deteriorates fast, the older it is, the faster the deterioration. Such equipment is not inspiring, doesn't secure or hold the public interest, causes the people to seek satisfaction in other things that are more up-to-date.

Perhaps the slumps that is worrying you is nothing more than the age and debility of the phonographs you own and operate. If they were all replaced with brand new ones, with all the latest features and appeal, your slump would be over fast. You would begin raving about your equipment, bragging about the fine service you give, selling yourself, and your business, and the whole industry to hundreds of people every day of the week.

And, if your attitudes were multiplied by the thousands of other music operators whose stake in the business is just as big as yours, we just couldn't hold the boom off for even a half hour!

Music Operators...You Are Cordially Invited by

MAINE AUTOMATIC MUSIC CO.

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Also the Rock-Ola Showing at the Morrison Hotel, Chicago



Aireon

IN

'47

MULLIGAN

DISTRIBUTORS, INC.

1024 FIFTH AVE., PITTSBURGH 19, PA.



'All For One And One For All''



By JAMES A. GILMORE
Secretary Manager
Coin Machine Industries, Inc.
Chicago

At all too frequent intervals some-
e in the coin machine industry,
no is doubtless seeking some per-
nal aggrandizement, comes forth
ith the statement that operators of
rtain types of coin operated ma-
ines are on a higher plane of oper-
ion than the operators of the other
pes.

This is pure unadulterated bunk.

The individual who preaches it knows
it is bunk. Every person familiar
with the coin machine industry
knows it is bunk and the general
public is not in the least concerned.

Every machine that operates by
the insertion of a coin is a coin oper-
ated machine—always was and al-
ways will be. The manufacturers, dis-
tributors and operators of all types
of coin operated machines are each
and every one an integral part of the
coin machine industry. The problems
of one *should be* the problems of all.
Legislation, taxation and regulation
are directed against all types of ma-
chines in the great majority of in-
stances—seldom against any one
type.

The operators of these machines
very seldom operate only one type,
quite the contrary, the great majority
diversify their operations. Experience
has taught them that diversified oper-
ation is more profitable. It is a well
known fact within the industry that
many a vending machine operator
and many a music machine operator

pays for his vending machines and
his music machines from the profits
of his amusement machines—always
has been doing it, probably always
will be doing it.

The coin machine industry should
be an all for one and one for all
industry. Naturally, there are prob-
lems of special interest to each type
of machine but by and large the
problems of the industry as a whole
are the problems of vending machine
manufacturers, distributors and oper-
ators just the same as music, amuse-
ment and service machine manufac-
turers, distributors and operators.

Coin Machine Industries, Inc., does
not subscribe to the idea that oper-
ators who combine their operations,
either vending and amusement or
music and amusement, exude an ob-
noxious effluvia that makes stinkers
of those who associate with them.

Coin Machine Industries, Inc. wel-
comes to membership all reputable
operators, distributors, jobbers or
manufacturers of any type of ma-
chines that operate by the insertion
of a coin.

We

BUY

SELL

or

TRADE

ANYTHING IN COIN OPERATED MACHINES

SEE
HENRY FOX

FOX DISTRIBUTING CO.

932 POYDRAS STREET
NEW ORLEANS, LA.

517 TOMBIGBEE
JACKSON, MISS.



Leadership



"Exclusive Wurlitzer Factory Distributors"

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TORONTO, ONT., CANADA

VANCOUVER, B. C., CANADA

MONTREAL, QUE., CANADA

Operators—The Chain Store Owners of Tomorrow



By Henry T. Roberts
Vice-Pres. & Director of Sales
United States Vending Corp.
Chicago

The progressive coin-machine operator of today will be the prosperous chain store owner of tomorrow. Years of experience in design and development of automatic merchandising have at last developed an "Automatic Store" with a vending mechanism that will sell many types of product from a single unit. For example, a typical refrigerated model with ten different selections might sell candy, cold sandwiches, milk, carbonated beverages, apples, oranges, cigarettes, chewing gum, cookies and canned juices.

The public acceptance of this type of service is proven, especially during the acute labor shortage of the war years.

From the public's point of view, it is now more necessary than ever to minimize the labor factor in postwar sales of these items to keep prices down.

Operators everywhere recognize the pronounced preference for self-service in the sale of many vastly different products. Economically, the sale of packaged and bottled merchandise through a coin-controlled vending mechanism has many fundamental advantages:

1. Eliminates expensive labor.
2. Sells its products twenty-four hours a day
3. Permits relocating equipment easily and readily to maintain maximum customer traffic.
4. Provides more rapid customer service than can be accomplished manually.
5. Effects savings in original cost of items because of quantities and quick turnover.
6. Eliminates consumer credit problem.
7. Prevents pilferage and spoilage.
8. Develops new profitable outlets because of attractive illuminated display of "impulse items".
9. Recognizes inner desire of people to help themselves.
10. Emphasizes inherent ability of equipment to be located where purchasing is more convenient for customer.

The personnel of the United States

Vending Corporation recognize these fundamental facts. As a result, our equipment has been developed for the operator to "cash-in" on this self-service trend. Each model possesses the maximum adaptability for a variety of products and at the same time is easy to service and operate on a profitable basis.

Service to the operator goes beyond merely developing and producing the equipment. The distributors in the respective territories are as interested as our organization is in assisting the individual operator to properly place, service and maintain his equipment to achieve its maximum earning possibilities.

Extensive market research in the carbonated beverage, beer, frozen food, ice cream, dairy, cigarette, meat packing, railroad, busline, manufacturing and eighty-odd other industries confirms the fact that there are nearly 500 undeveloped locations for "Automatic Stores" to each existing location for coin-operated games or music. Automatic Stores work for the operator twenty-four hours a day three hundred sixty-five days a year.

The return of American thinking to sound business principles has emphasized our concentration on supplying the operator with the greatest income-producing equipment in the history of automatic merchandising.

**Music Operators... You Are Cordially Invited
by**

GENERAL DISTRIBUTING COMPANY

2812 MAIN STREET, DALLAS 1, TEXAS

3000 ALAMEDA AVE., EL PASO, TEXAS

To Attend the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6



The home of
PHONOGRAPH
THAT Sells
MUSIC

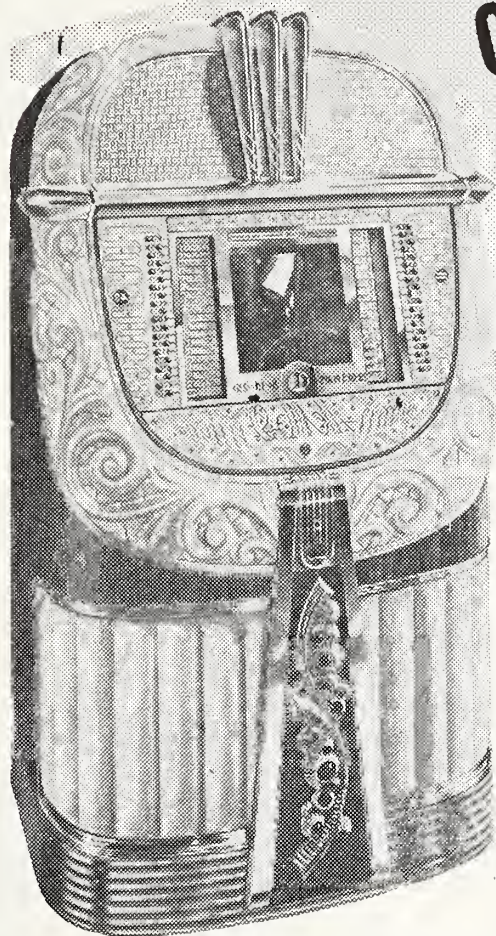
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Manufacturing Corporation

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Also the Rock-Ola Showing at the Morrison Hotel, Chicago

American Coin-A-Matic comes through!



The New A. M. I. 40 Selection
Phonograph — An American Coin-
A-Matic Exclusive In Our Territory.

American Coin-A-Matic is delivering the finest machines for all your locations . . . producing a solid flow of profits for you — year in — year out.

Experienced coin-machine specialists, AMERICAN COIN-A-MATIC offers outstanding service facilities and exclusive distribution of all those proven lines that lead all others.

EMERALD RECORDS

RECORD ARTISTS . . .

RECORD SALES



SKIP STRAHL



AL NOBEL



LENNY MARTIN

Next week's hit song . . . the tried and true hits of yesterday . . . solid senders that are played and played and re-played. Write for our release sheet today.

Distributed Nationally by
AMERICAN COIN-A-MATIC

TO ALL OPERATORS:—Your patience and co-operation were the nicest things of the year. They helped us keep our promises in 1946 despite the shortages at every turn. Thanks for being grand guys.

American Coin-A-Matic Machine Co.

1435 FIFTH AVENUE

Phone: Atlantic 0977

PITTSBURGH 19, PA.

Show Epitomizes Coin Machine Progress



By Dave Gottlieb

President,

Coin Machine Industries, Inc.

The coin machine is a couple of hundred years old—some say a couple of thousand. But we all know that the business was an infant in America in the 1890's. Early pioneers struggled and their struggles were profitable. Still, with all the struggles, all the inventions, all the factories and shops, the business didn't reach stature as an industry until the 1930's. Then all coin machine minds and hearts joined in challenge to the depression; as friendly and inspiring competitors we all united to beat the depression and establish ourselves as one of the most solid and permanent industries in our national economy.

During the thirties the Annual Coin Machine Show became the big event of

each year—for operator, distributor and manufacturer. The Show became an event no person could possibly miss—and he didn't. It's a matter of real pride to me to look back and realize that each Annual Coin Machine Show has always been a little bit better, a little bit bigger than the preceding show, and has left everyone in the industry a little more satisfied, a little more proud than he ever was before.

Established as a full-fledged and acknowledged American industry, coin machine factories received their real challenge during the war. We were among the first called up to enter into defense work. The trickiest problems in development, engineering and production were given to us. We were asked to specialize in the new things of war, the delicate things, the things that must do amazing but unflinching work. It gives me greatest satisfaction to know that not a single coin machine factory failed in the war job assigned to it. For this work the Government was not reluctant to give its complete and full-hearted commendation. The list of awards received by our industry present a higher score of accomplishment than many other industries normally considered much larger and more essential than ours.

The show this year epitomizes all the coin machine progress of the decades gone by. More people today earn their livelihood from coin machines than at any time in the past. More individual coin machine businesses are established

and flourishing. More money is invested in real estate, machinery and physical equipment. The whole world doffs its hat to us and, as we take our bow in February, in the first Coin Machine Show in seven years, we know we've got more on the ball than most industries and that we, ourselves, were never in better shape.

The show this year presents this happy fact: ours is a general industry, a fluid industry, with no one type of equipment dominating, but with every possible variety of coin machine supporting every other variety. The income from one type of equipment helps the operator to purchase still other types, so that in diversifying his equipment he makes his own business more stable, and meanwhile he is giving his business to a dozen different factories! That's the magic of the coin machine dollar; its origin can't be isolated nor its destination predicted. That's what I call free enterprise! Each day, as our industry grows older, the business becomes more diversified, offering still more opportunities for everyone in it.

We have taken our place in public esteem and in the esteem of all other businesses unrelated to us. Here and there a man who does not know us may wonder if the coin machine industry is on as high a plane as some other American industries. But bankers, business men, and other producers never wonder; they know coin machine customers pay promptly, deliver volume, and make the finest outlets in the world.



MADE OF
ALL
NEW
MATERIAL

Pinch Hitter BASEBALL ROLL DOWN GAME

- ★ Holds Player Till Last Ball Is Played
- ★ Has Free Ball
- ★ Chance To Beat Score With Last Ball
- ★ All New Legal Game
- ★ A Big Money Maker
- ★ A Hit From the Start
- ★ Easy to Service

LOTS OF ACTION — HAS EVERYTHING

Immediate Delivery

ANY QUANTITY

ORDER
TODAY! **\$459⁰⁰**

Terms: 1/3 Deposit, Balance C.O.D.

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Phone Us Today for New*

Buckley DD, JP, TRACK ODDS

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PHONES: DAY—RAYMOND 3811;

NITE—NORCO 2881; CEDAR 4122M

Optimistic Outlook



By H. F. Dennison
President, Personal Music Corp.

"The coin-operated music business has grown to be one of the great industries of America and we look for continued advancement in 1947.

"From reports of operators in all sections, we are gratified to know that Personal Music has been accepted as an important part of this industry.

"These reports prove that forward-looking operators have obtained many new locations with Personal Music which were previously barred to coin-operated music. They have also found that Personal Music equipment has operated with a minimum of trouble and that the profits have really been excellent.

"All of these attributes of Personal Music have made it an important part of a successful operation and we are very happy to hear of our contribution to the coin-operated music industry."

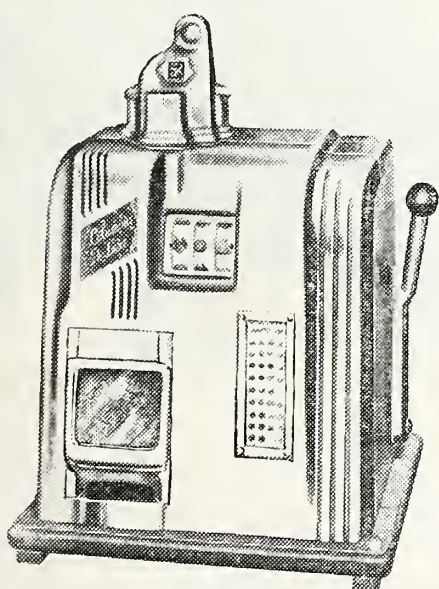
Build A Pin Game — It's Easy



By C. B. (Billy) De Selm
Salesman, United Mfg. Co., Chicago

A Pin Game must have streamlined flash, dancing lights, color, animation, eye-appeal, smooth action, high score, skill features, bonus pockets, suspense appeal, tantalizing ball action, build-up, sequence, all over appeal, as well as "if"—and infuriating, satisfying, challenging, amazing, flattering, amusing, relaxing appeal—a beginning but never an ending; all wrapped up in a fine cabinet, operated by a trouble-free mechanism that can stand pushing, bouncing, jabbing, shoving, slapping and bobbing—all this constructed from hard-to-get materials, shipped in unavailable cartons by carriers, uninterested in picking-up, to Distributors—for Operators—to place on Locations—for "Amusement Only". Build a Pin Game—it's easy.

COLUMBIA BELLS



Marvel's POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

ACCURATE, COMPETITIVE,
SKILL SCORING

POP-UP WILL TRIPLE YOUR PROFIT!
FULLY METERED — NO COIN COUNTING NECESSARY.



PRICE
\$49.50
F.O.B. Factory

← **ORDER TODAY!** ↑



WILLIAMS' GAMES



Meet You At **THE BIG SHOW!!**

McGLENN'S Distributing Co.

612 FIFTH AVENUE

(Atlantic 1818)

PITTSBURGH 19, PA.

BANG-A-FITTY

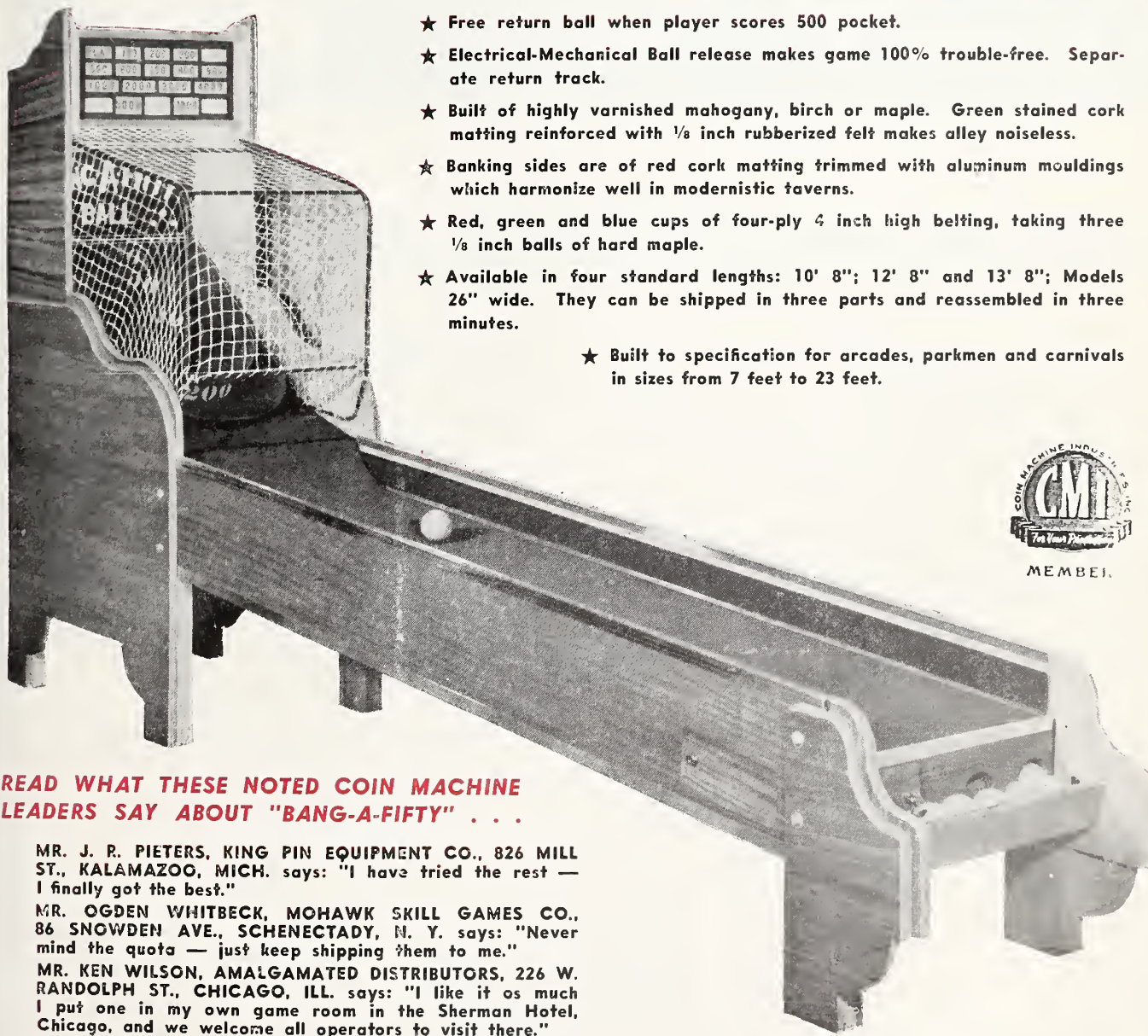
**"THE BOWLING GAME OF TODAY...
TOMORROW...AND YEARS TO COME"**

**For PERFORMANCE...For RESULTS
... JUST ASK ANY OPERATOR OF
"BANG-A-FITTY"
BOWLING GAMES**

CHECK THESE SPECIAL FEATURES



I. EDELMAN



- ★ Free return ball when player scores 500 pocket.
- ★ Electrical-Mechanical Ball release makes game 100% trouble-free. Separate return track.
- ★ Built of highly varnished mahogany, birch or maple. Green stained cork matting reinforced with 1/8 inch rubberized felt makes alley noiseless.
- ★ Banking sides are of red cork matting trimmed with aluminum mouldings which harmonize well in modernistic taverns.
- ★ Red, green and blue cups of four-ply 4 inch high belting, taking three 1/8 inch balls of hard maple.
- ★ Available in four standard lengths: 10' 8"; 12' 8" and 13' 8"; Models 26" wide. They can be shipped in three parts and reassembled in three minutes.
- ★ Built to specification for arcades, parkmen and carnivals in sizes from 7 feet to 23 feet.



**READ WHAT THESE NOTED COIN MACHINE
LEADERS SAY ABOUT "BANG-A-FIFTY" . . .**

MR. J. R. PIETERS, KING PIN EQUIPMENT CO., 826 MILL ST., KALAMAZOO, MICH. says: "I have tried the rest — I finally got the best."

MR. OGDEN WHITBECK, MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY, N. Y. says: "Never mind the quota — just keep shipping them to me."

MR. KEN WILSON, AMALGAMATED DISTRIBUTORS, 226 W. RANDOLPH ST., CHICAGO, ILL. says: "I like it so much I put one in my own game room in the Sherman Hotel, Chicago, and we welcome all operators to visit there."

**11'8" AND 13'8" MODELS WILL BE ON DISPLAY AT THE HOTEL SHERMAN
BOOTHS 71-A AND 72 — OR INQUIRE ALL ABOUT THE SENSATIONAL, NEW
"BANG-A-FIFTY" FROM YOUR NEAREST DISTRIBUTOR IMMEDIATELY!!**

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2459 GRAND RIVER

AMUSEMENT

(Tel: RANDOLPH 8547)

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DETROIT 1, MICH.

*All Coin Machine Operators
Welcome*

OPEN HOUSE AT

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3-4-5-6



The home of
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THAT Sells
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ROCK-OLA

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WILLIAMS' GAMES

For More Profit and Less Service

PERSONAL MUSIC

America's Most Sensational
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**SOUTHERN ILLINOIS
and
EASTERN MISSOURI**

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Aireon

The Hotel Radio

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Phonograph Records

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STERLING—TOP—ALVIN**



V. P. DISTRIBUTING CO.

2336 OLIVE ST.

(Phone: Central 3892)

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ST. LOUIS 3, MISSOURI

LIST OF EXHIBITS

(Continued from Page 7)

AUTOMATIC DISPENSERS, INC.2632 Nicollet
Minneapolis, Minn.
Albert Cole, Pres.

Booths 192-193

Products on display:"Drink-O-Mat", Coca-Cola vender
"Drink-O-Mat", Dr. Pepper vender**BAKER NOVELTY CO., INC.**1700 Washington Blvd.
Chicago 12, Ill.
H. L. Baker, Pres.

Booth 10

BALLY MANUFACTURING CO.2640 Belmont Ave.
Chicago, Ill.
Ray T. Moloney, Pres.

Booths 55 to 60 inclusive

Products on display:"Bally Entry", one-ball multiple automatic
"Special Entry", one-ball multiple replay
"Midget Racer", five-ball novelty replay
"Triple Bell", bell console
"DeLuxe Draw Bell", bell console
24 Record Phonograph
Coin Operated Drink (Cup) Vender**BAUM DISTRIBUTING CO.**2718 Gravois Ave.
St. Louis, Mo.
Dan Baum, Partner

Booth 77

BEE-JAY PRODUCTS CO.6320 S. Harvard Ave.
Chicago, Ill.
Jos. Berkowitz, Gen. Mgr.

East half of Rm. 116

Products on display:

Salesboards

BELL LOCK CO.4th & Huron Sts.
Michigan City, Ind.
C. A. Sprague, V. P., Gen. Mgr.

Booth 144

BELL-O-MATIC CORP.4100 Fullerton Ave.
Chicago, Ill.
Vince Shay, Pres.

Booth 9

Products on display:"Black Cherry" bell machine
"Golden Falls", bell machine
"Jewel Bell", bell machine
"Club Royale", floor model bell
"Three Bells", console
"Your Bells", Console
"Q. T.", counter bell
"Vest Pocket Bell", counter
"Bonus", replay table
"Jumbo", replay table**L. BERMAN & CO., INC.**114 N. W. 1st St.
Evansville 8, Ind.
L. Berman, Pres.

Booth 106

BLOCK MARBLE CO.1425 N. Broad St.
Philadelphia 22, Pa.
Harry Block

Booths 62-63-64

THE BERT MILLS CORP.400 W. Madison St.
Chicago 6, Ill.
Bert E. Mills, Pres.

Booth 191

Products on display:

Hot Coffee Vender

BUCKLEY MUSIC SYSTEM, INC.4223 W. Lake St.
Chicago, Ill.
Pat Buckley, Pres.

Booths 141-142-143

THE CASH BOX PUBLISHING CO., INC.381 Fourth Ave., New York (16)
32 W. Randolph St., Chicago (1)
422 W. 11th St., Los Angeles (15)
Bill Gersh, N. Y. Office
Joe Orleck, N. Y. Office
Bob Austin, N. Y. Office
Ralph Emmett, N. Y. Office
Joel Friedman, N. Y. Office
Helen Palmer, Chicago Office
Marshall Micon, Los Angeles Office

Booth 84

Products on display:"The Cash Box"
(The Confidential Weekly Magazine
of the Coin Machine Industry)**CENTRAL MFG. CO.**652 W. Walnut St.
Chicago 6, Ill.
Jack Simon

Booth 173

CHAMPION MFG. CO.101 Rantoul St.
Beverly, Mass.
Frank J. Gosselin, Jr., Treas.

Booths 184-185

CHICAGO COIN MACHINE CO.1725 Diversey Blvd.
Chicago 14, Ill.
Samuel Wolberg

Booths 24-25-26-27

Products on display:"Basket Ball Champ", arcade machine
"Kilroy", five-ball replay**CHICAGO LOCK CO.**2024 N. Racine Ave.
Chicago 14, Ill.
L. B. Shinn, Pres.

Booth 93

COAN MFG. CO.2070 Helena St.
Madison 4, Wis.
J. W. Coan, Pres.

Booths 35-36

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PAGE LEADS THE WAY

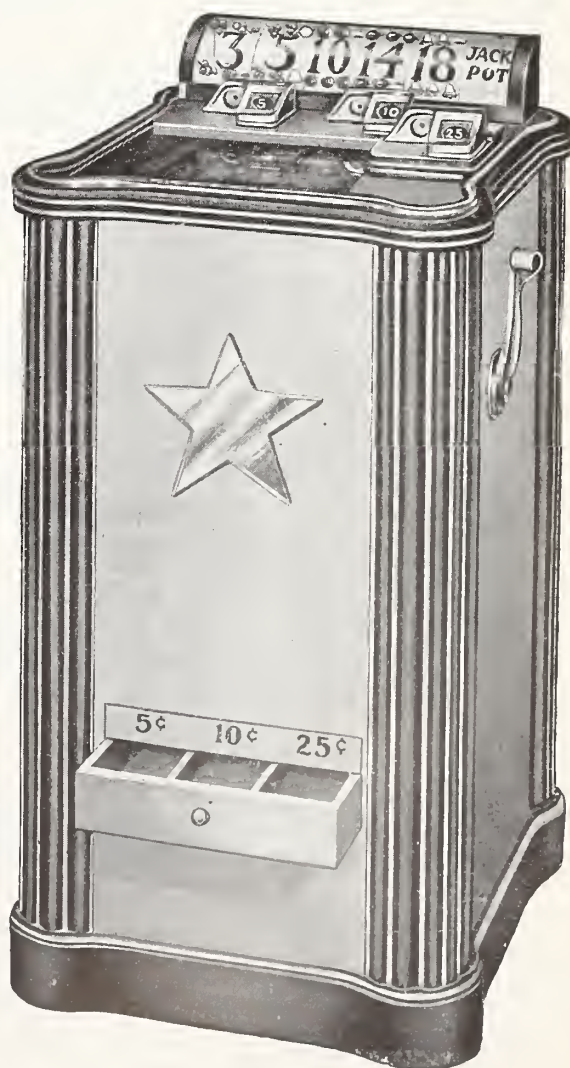
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THE NEW 3-WAY CONSOLE

5c - 10c - 25c - 50c

Any Combination of 3 Coin Plays**3 PAYOUTS — 3 JACKPOTS****ONE SMALL CABINET****ONE HANDLE****Famous Pace Bell Mechanism****ONE LICENSE****Sensational Low Price****— NOW TAKING ORDERS —****BE THE FIRST IN YOUR TERRITORY****OPEN HOUSE WEEK OF FEB. 3 THRU 8****PACE MFG. CO., INC.**

2909 INDIANA AVE., CHICAGO 16, ILL.



Over 32,000 questions and answers!

TELEQUIZ



CELEBRITIES
BASEBALL
WAR
COMICS
MISC.
LAW
CITIES
FOOTBALL

The late Pres. Roosevelt's
pet Scottie was named

- ① LOLEHVAR ② FALA
③ MUGRACOR ④ DUKE
⑤ LASSIE ⑥ ROVER



When did Pittsburg last
win a World Series?

- ① 1907
② 1934
③ 1919
④ 1941
⑤ 1925



Whose Flag is this?

- ① ENGLAND ② FINLAND ③ U. S. A. ④ FRANCE ⑤ SPAIN ⑥ RUSSIA



Which is Li Abner's Girl Friend?



A Giraffe has no voice....

- ① TRUE
② FALSE



The People of this country cannot
if they desire change
the constitution

- ① TRUE
② FALSE



Who bought Manhattan Island
from the Indians?

- ① PAUL REVERE
② PETER MINUIT
③ WARNER BROS.
④ JOHN JACOB ASTOR



Did Knute Rockne ever play
Professional
Football?

- ① YES
② NO



Telequiz Is Selective

Players have choice of 8 Different Subjects.
Each subject may be stocked with as
many as 4,000 different questions

TELEQUIZ is an eye-appealing, brain-testing, money-making
machine that operates the same as a radio quiz show.
Non-competitive... it is the only question-answer game on
the market. Convertible 3 ways—Amusement, Free-Play,
Automatic Cash Award. Fits into any location. Everyone
wants to match wits with TELEQUIZ! Legal in any territory.
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Booth 88
Products on display:
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1473 Barnum Ave.
Bridgeport, Conn.
S. J. Hein
Booths 164-166-168

2601 Calumet Ave.
Chicago, Ill.
Chester Sax, Pres.
North half Rms. 105-106, Hotel Sherman

1825 Chouteau Ave.
St. Louis 3, Mo.
Jack Morley, V.-Pres.
South half Rms. 105-106, Hotel Sherman
Products on display:
Salesboards

60 E. 42nd St.
New York 17, N. Y.
Louis Brown, Pres.
Hotel Sherman, Booth 208

1512-14 N. Fremont St.
Chicago 22, Ill.
A. S. Douglass, Pres.
Booths 20-21-22
Products on display:
"Postmaster", roll stamp vender
"Free Play", reel type counter game
"American Eagle", reel counter game
"Marvel", reel counter game
"Best Hand", novelty counter game
"Mexican Baseball", counter game
"Oomph", novelty counter game
"Eagle Replacement Plastics"

22 W. Hubbard St.
Chicago 10, Ill.
S. C. Schulz, Midwest Mgr.
Booth 85

5435 State Line Ave.
Hammond, Ind.
Leo E. Deutsch, Pres.
Booth 110

15 Hale St.
Haverhill, Mass.
B. Glassgold, Vice-Pres.
Booths 37-37A-39

1775 Broadway
New York, N. Y.
Hal R. Meeks, Salesmgr.
Booths 177-178-179-180
Products on display:
"Electro" cigaret vender

2459 Grand River Ave.
Detroit, Mich.
I. Edelman, Owner
Booths 71A-72
Products on display:
"Bang-A-Fitty", bowling game

P. O. Box 76
Grand Rapids, Mich.
Don G. McAfee, Pres.
Booths 98-99
Products on display:
"Bowl-A-Line", bowling game

Continued on Page 92

TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TAI

TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD



**Meet the
\$100 Winner
OF THE "TALKING GOLD"
CONTEST**



NELSON WRIGHT
Lord Baltimore Vending Co.
2210 Jefferson Street
Baltimore, Md.



**YES, MEN . . . HERE'S
MR. WRIGHT'S LETTER . . .**

and he thinks the sun just about rises
and sets on "TALKING GOLD" . . .
just read what he says:

There's no doubt about it . . . "TALKING GOLD" certainly is the favorite among operators who know their coin-operated phonograph onions! Its reputation as the most sensational PLASTIC GRILLE CLOTH ever made keeps us busy supplying it! "TALKING GOLD" PLASTIC GRILLE CLOTH makes old machines like new!

"TALKING GOLD" Plastic Grille Cloth comes in sheets 20" and 50", or multiples of this size. Price: 1c per sq. inch. Full sheet (1,000 sq. inches), \$10.00. Save money and waste! Buy large roll! IF YOU HAVEN'T ORDERED "TALKING GOLD" DO IT TODAY!

DISTRIBUTORS: Some exclusive territories are still open. Write on your letterhead for our 100% co-operative deal.

**SPEEDWAY
PRODUCTS, INC.
502 W. 45th ST.
N. Y. 19, N. Y.**

AL
BLOOM
President

Tel.
L O n g a c r e
5-0371

TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TALKING GOLD — TALK

The BIG SHOW Is In... CHICAGO COIN'S

BOOTHS 45-46-47 and 48 AT THE SHOW



Chicago Coin's
KILROY
IS
~~WAS~~ HERE! ...and HOW!

EVERYBODY tells us it's the greatest five ball they've EVER seen. Action—lively action all the way down the board—yes siree—from top to bottom. Kick up holes 'n everything. See Kilroy at the show or at your distributor.



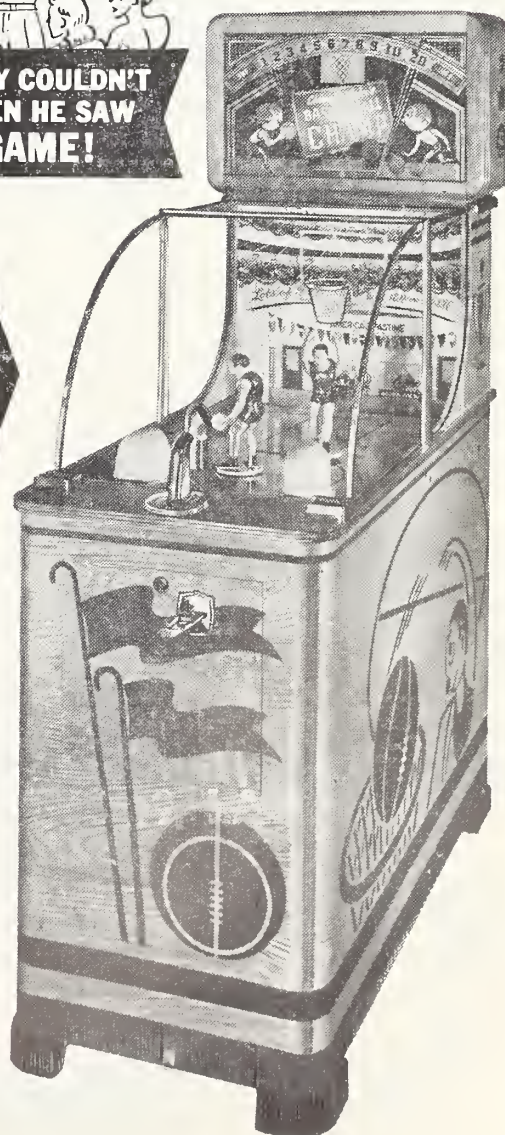
EVEN KILROY COULDN'T
LEAVE WHEN HE SAW
THIS GAME!

AND HERE'S THE SHOW PIECE
OF THE SHOW—CHICAGO COIN'S
BASKETBALL CHAMP

WITH BRILLIANT FLOODLIGHT
DIRECT and INDIRECT LIGHTING

It looks easy to shoot those baskets—BUT how many can YOU shoot in a row. The balls are automatically fed to the shooting manikin and then you time your shot to avoid the guarding manikin. Extra large cash box (it needs it).

It's Real Basketball



MEMBER

**CHICAGO COIN
MACHINE COMPANY**

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Hail THE MONEY MAKING KING COLUMBIA BELLS

IMMEDIATE DELIVERY

These new, improved models in dazzling, durable Hammerloid finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one . . . plus double slug protection!

**COLUMBIA makes more money
f-a-s-t-e-r—
costs less money to own.**

OPERATOR'S PRICE

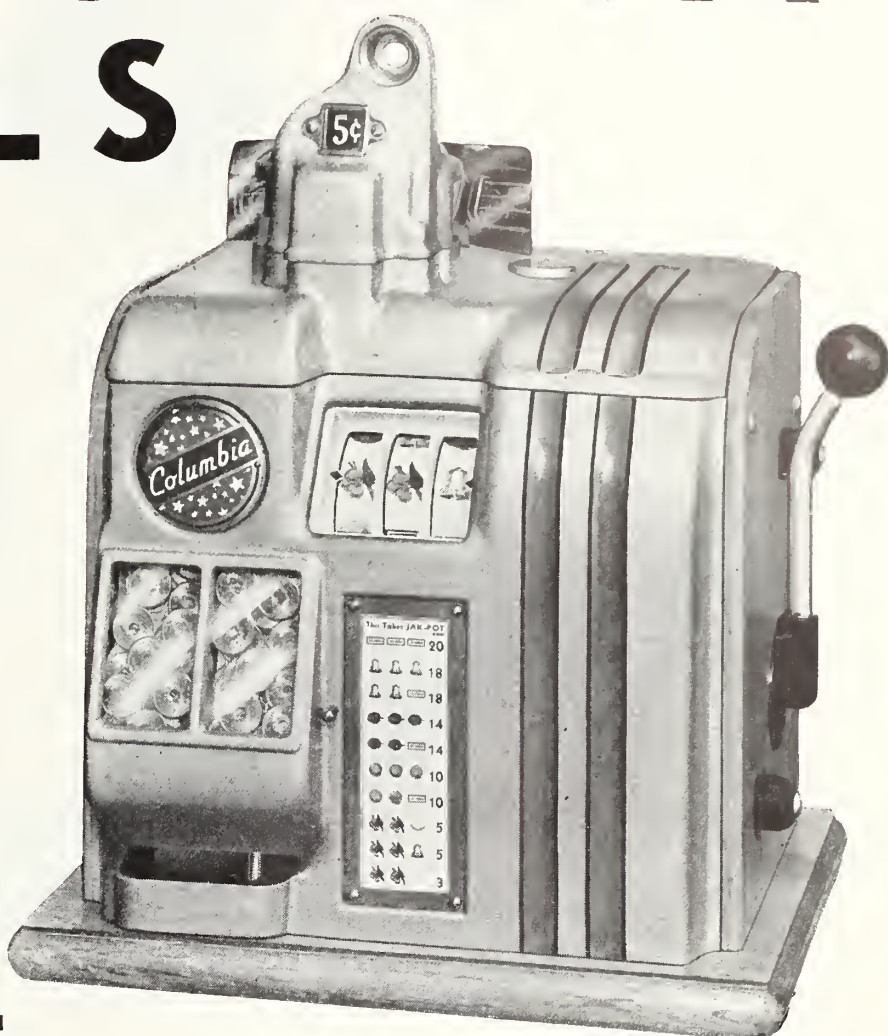
\$145⁰⁰

**FOB
Chicago, Ill.**

All orders must be accompanied by a one-half deposit, postal money order or certified check, balance C.O.D.

**GROETCHEN
TOOL & MFG. CORP.**

126 NORTH UNION AVE. CHICAGO 6, ILL.
RANdolph 2807



Aireon

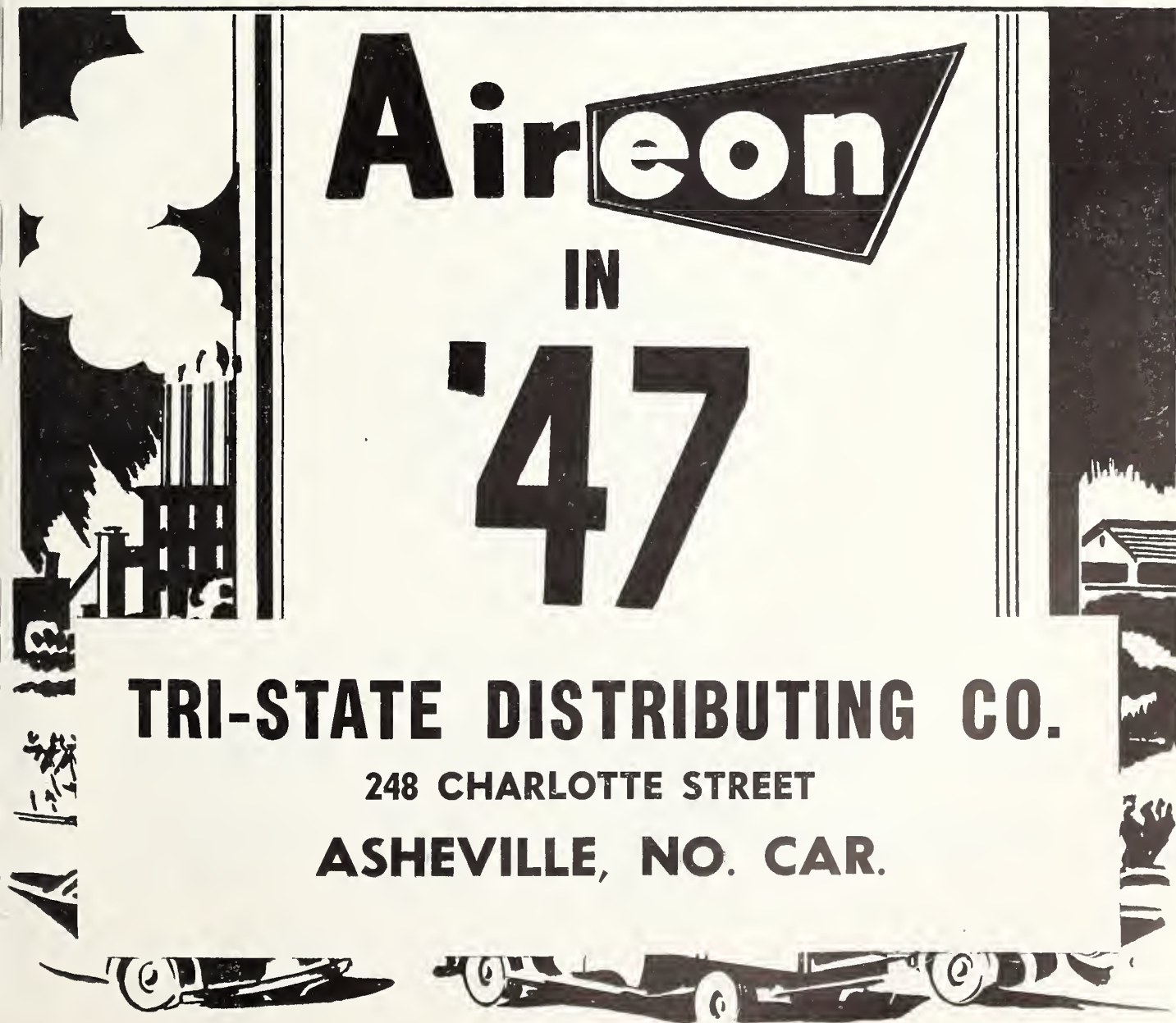
IN

'47

TRI-STATE DISTRIBUTING CO.

248 CHARLOTTE STREET

ASHEVILLE, NO. CAR.





Leadership



"Exclusive Wurlitzer Factory Distributors"

CLARK DISTRIBUTING CO.

SAN FRANCISCO
415 Brannan Street
Sutter 5342

PORTLAND
1005 N. W. 16th Ave.
BEacon 3218

LOS ANGELES
1561 W. Wash. Blvd.
REpublic 4155

SEATTLE
906 Elliott Ave., West
GARfield 0427

LIST OF EXHIBITS

(Continued from Page 88)

ELECTRONIC AMUSE. CORP.

Avenue E
Chester, N. Y.
Garliner, Pres.
Booths 182-183
Products on display:
"Remote Turret Gunner"

EMPIRE COIN MACH. EXCH.

2 W. North Ave.
Chicago, Ill.
Robert Kitt, Prop.
Booth 94

REQUIRE GAMES CO.

21 W. Cermak Road
Chicago, Ill.
Don Berman; Chas. Katz
Morrison Hotel, Rm. 3931
Products on display:
"Footlite" New type game

TECHING CO. OF AMERICA

20 Montana St.
Chicago 14, Ill.
H. Bowes, Vice-Pres.
Booth 109

C. EVANS & CO.

18 W. Adams St.
Chicago 7, Ill.
W. Hood, Pres.
Booths 41-42-43-44
Products on display:
"Gallop Dominos", console
"Long Tails", console
"Long Tails Winter Book", console
"The Rol-Hi", console
"Casino Bell", console
"Hans Races", console
"On Strike", arcade
"Super Bomber", arcade

EXHIBIT SUPPLY CO.

4222 W. Lake St.
Chicago 24, Ill.
John Chrest, Salesmgr.
Booths 147 to 152, incl.
Products on display:
Over 60 Arcade machines
Latest pin tables

EXTRABELL CO.

525 W. 76th St.
Chicago 20, Ill.
James T. Mangan
Booth 11
Products on display:
Bell fronts and cabinet
assemblies, handles,
bushings, reward plates,
denominators

FRANTZ MFG. CO.

8022 S. Racine Ave.
Chicago, Ill.
John F. Frantz
Booth 145

GAM SALES CO.

1321 S. Adams St.
Peoria, Ill.
Maurice G. Sax, Pres.
East half Rms. 114-115

GARDNER & CO.

2222 S. Michigan Ave.
Chicago, Ill.
Chas. B. Leedy, Salesmgr.
South half Rms. 104-103

GAY GAMES, INC.

422 E. Howard St.
Muncie, Ind.
Guy E. Noel, Pres.
East half Rm. 112
Products on display:
Jar Games
Salesboards
Box Score Baseball Machine

GENCO MFG. & SALES CO.

2621 N. Ashland Ave.
Chicago, Ill.
David Gensburg, Partner
Booths 49-50-51-52
Products on display:
Latest pin games
Roll down game

GENERAL ELECTRIC CO.

(Lamp Dept.)
Nela Park
Cleveland, O.
E. P. Sutorious
Booth 204

JOHN N. GERMACK

165 Hudson St.
New York, N. Y.
John N. Germack, Partner
Booth 89

MAX GLASS MFG. CO.

914 Diversey Blvd.
Chicago, Ill.
Max Glass, Pres.
Booths 33-34

GLOBE DISTRIB. CO.

1623 N. California Ave.
Chicago, Ill.
Jimmy Johnson
Booth 86

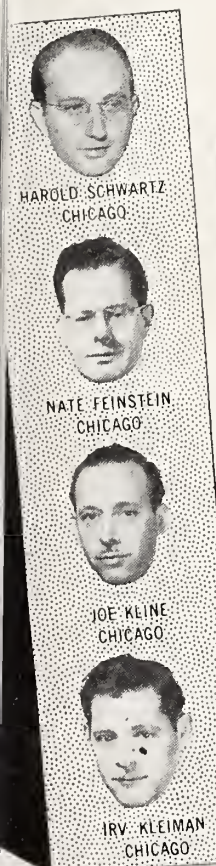
D. GOTTLIEB & CO.

1140 N. Kostner Ave.
Chicago 51, Ill.
D. Gottlieb, Pres.
Booths 2-3-4
Products on display:
Latest Pin Games

DAN GOULD ENTERPRISES

5049 W. Fullerton Ave.
Chicago 39, Ill.
Dan Gould, Pres.
Booth 188

Continued on Page 94



MEET US AT THE BIG CONVENTION, MEET US AT THE SHOW
WE CAN MAKE IT WORTH YOUR WHILE, BECAUSE WE'RE IN THE KNOW!



MAURIE GINSBURG

YOU'LL PROFIT WITH **ATLAS**

Friendly Personal Service

IN PERSON
AT
BOOTHS 75 and 76



EDDIE GINSBURG

GET IN A HUDDLE WITH AN
ATLAS MAN... and get the real low-down
on all machines to be displayed at the Show!
Just button-hole the nearest Atlas Man for
complete, up-to-the minute information.

IRV. KLEIMAN
CHICAGOPHIL GREENBERG
PITTSBURGHLOU HOFFMAN
PITTSBURGHBARNEY GREENBERG
DETROITBEN NEWMARK
DETROITGLYNN PAYNE
DETROITPHIL MOSS
DES MOINES

VISIT OUR CHICAGO SHOW-ROOMS FOR
THAT FAMOUS ATLAS HOSPITALITY AND
A SELECTION OF OUTSTANDING VALUES!

ATLAS
NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARMITAGE 5005 • CHICAGO 47

Assoc. ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
Offices ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE

HERE'S THE JUKE BOX LEASE THAT WON FOUR FAVORABLE COURT DECISIONS

NEW YORK—The demand for copies of the "lease" which we have reprinted on three different occasions has been so great that we are re-producing it once again. This "lease" has already won four favorable court decisions for the California Automatic Music Operators Association of Oakland, California.

Repeated here, then, is this lease which has stirred so much comment.

The average juke box operator realizes that to protect himself from losing his locations he must enter into some sort of a legal agreement with his location owners.

A great many location contracts have been presented and as many are in use today. All these are

worthwhile for there is a definite psychology back of getting a location owner to sign an agreement with legal wordage which, more than anything else, makes him stick to the contract he has signed.

And, naturally, this benefits the operator who has his machine in that storekeeper's location.

This "lease" prepared for the Oakland, California operators by its attorneys has already won four court decisions in its favor. As George A. Miller, executive manager of this association reported, "We have never since had any trouble where our operators have signed the location owner to this lease."

Miller is also favorably inclined

to give juke box operators thruout the country as much information as they require regarding this lease. His address is 128 East 14th St., Oakland, Calif.

There is no doubt that this "lease" has a tremendous power in court. It actually rents the space desired from the retailer. Therefore, the juke box operator has a very strong stake in the location.

Should the storekeeper decide to throw out his machine, without first settling this lease with the operator, there is no doubt that other courts in the country will probably use the precedents already set by those California courts which acted so favorably for the operators in such cases.

LEASE

THIS AGREEMENT made and entered into on the.....day of, 1940, between, a corporation, of Oakland, California, herein called the Lessee, and.....hereinafter called the Lessor:

WITNESSETH:

The Lessor does hereby lease unto the Lessee for such a period as the Lessor, or his successor, shall be operating the hereinafter described premises, not exceeding.....years from and after this date; such space or spaces (as is shown on the diagram appearing on the back hereof) in the main room of Lessor's..... located at....., California, sufficient for the purpose of installing, maintaining and operating.....for hire by the public during such times as said place is open to the public at the yearly rental of \$..... payable in advance. In addition to the above yearly rental, Lessee agrees to pay Lessor, weekly, per cent of all monies paid by the public for the use of said.....after deducting a weekly service charge of..... Dollars (\$).

IT IS FURTHER AGREED that Lessor will not during this lease permit any similar competing device to be installed in said premises; that Lessee or its agents may enter said premises at any and all reasonable times to service said device. All expenses of installing, maintaining and operating said device, except the electricity consumed in the operation thereof, shall be paid by the Lessee.

IT IS FURTHER AGREED that if the Lessor shall transfer his business he will transfer it subject to all the terms of this lease, and that he will compel his successor in writing to assume the obligations of this lease, and failing to secure said assumption Lessor shall pay to Lessee, as and for liquidated damages, the sum of Two Hundred (\$200) Dollars; if legal action is brought for the enforcement of any of the terms of this lease there shall be paid to the successful party in said litigation a reasonable attorney's fee, together with all legal costs incurred therein.

IT IS FURTHER AGREED that the Lessor shall be liable for any and all damage, except fire, to said device and accessories from the time of their installation until repossessed by the Lessee, reasonable wear and tear excepted.

IT IS FURTHER AGREED that if the Lessee shall at any time during this lease tender to Lessor the sum of One Dollar (\$1.00) with intent to terminate this lease, then the lease shall wholly cease and terminate from the time of said tender and said Lessee shall have five (5) days thereafter in which to remove its property from said premises and be relieved from any further rental payments or from any damages caused by said installation or removal.

THIS LEASE shall be binding upon the successors, assigns, and legal representatives of the parties hereto. IN WITNESS WHEREOF the parties hereunto have set their hands the day and year first above written.

.....
Lessor
.....
BY
Lessee



LIST OF EXHIBITS

(Continued)

GROETCHEN TOOL & MFG. CO.

126 N. Union Ave.
Chicago, Ill.
Richard Groetchen, Pres.
Booths 53-54

GRUNIG NOVELTY CO.

817-819 N. Hamlin Ave.
Chicago 51, Ill.
B. C. Grunig, Pres.
Booth 104

GUARDIAN ELECTRIC MFG. CO.

1621 W. Walnut St.
Chicago, Ill.
W. J. Wehrheim, Ad. Mgr.
Booths 116-117-118

HEATH DISTRIB. CO.

217 Third St.
Macon, Ga.
Ed Heath, Owner
Booth 74

HIRSH COIN MACH. CORP.

1309 New Jersey Ave., N. W.
Washington, D. C.
Hirsh de LaViez, Pres.
Booths 28-29

Products on display:

"Red Ball", combo. pool table

HOLLYWOOD INT'L RECORDS

985 Menlo Ave.
Los Angeles 6, Cal.
Ben Ellison, Gen. Mgr.
Booth 202

HOSPITAL SPECIALTY CO.

1991 E. 66th St.
Cleveland 3, O.
Irving Kane, Pres.
Booth 195

Products on display:

Sanitary Napkin Dispensers

ILLINOIS LOCK CO.

800 S. Ada St.
Chicago 7, Ill.
A. C. Amann, Vice-Pres.
Booth 170

INDEPENDENT LOCK CO.

555 W. Randolph St.
Chicago, Ill.
S. Falk, Mgr.
Booth 12

INTERNATIONAL MUTOSCOPE CORP.

4401-11th St.
Long Island City, N. Y.
Wm. B. Rabkin, Pres.
Booths 1-90A

Products on display:

"DeLuxe Photomatic"
"DeLuxe Voice-O-Graph"
"Atomic Bomber"
"DeLuxe Card Vendor"
"DeLuxe Mutoscope Pic. Machine"

O. D. JENNINGS & CO.

4309 W. Lake St.
Chicago, Ill.
J. R. Bacon, Vice-Pres.
Booths 206-208

Products on display:

Jennings Milk Dispenser
Jennings Super DeLuxe Club Chief
Jennings Standard Chief
Jennings Twin Play Challenger

J. H. KEENEY & CO.

2600 W. 50th St.
Chicago 32, Ill.
J. H. Keeney
Display at factory

KRUSE & CONNOR

153 N. Michigan Ave.
Chicago, Ill.
Theodore A. Kruse, Pres.
Booth 174

MALKIN-ILLION CO.

396 Coit St.
Irvington 11, N. J.
S. M. Malkin, Partner
Booth 107

Products on display:

Cigar Vending Machine

MERCURY RADIO & TELEVISION CORP.

839 S. Wabash Ave.
Chicago 5, Ill.
Art Talmadge, Ad Mgr.
Booths 119-120

MILLS INDUSTRIES, INC.

4100 Fullerton Ave.
Chicago, Ill.
Chas. Schlicht, Salesmgr.
Hotel Continental
Products on display:
Automatic Phonograph

MONARCH COIN MACH. CO.

1545 N. Fairfield Ave.
Chicago 22, Ill.
Clayton C. Nemeroff, Mgr.
Booth 111

METROPOLITAN COIN MACH., INC.

203 Sands St.
Brooklyn 1, N. Y.
Bernard Kahn, Treas.
Booth 206

MIKE MUNVES ORP.

510 W. 34th St.
New York 1, N. Y.
Mike Munves, Pres.
Booth 201

"Roll-A-Score", roll down game
"Super Triangle", roll down game
Group Game, horse racing

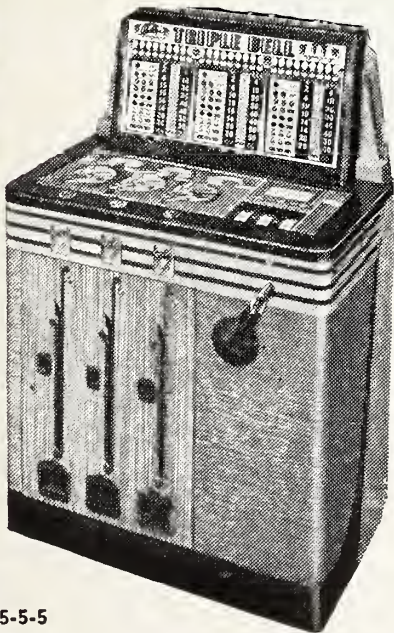
MUSICRAFT RECORDS, INC.

40 W. 46th St.
New York 19, N. Y.
Oliver Sabin, Vice-Pres.
Booth 133

Continued on Page 96

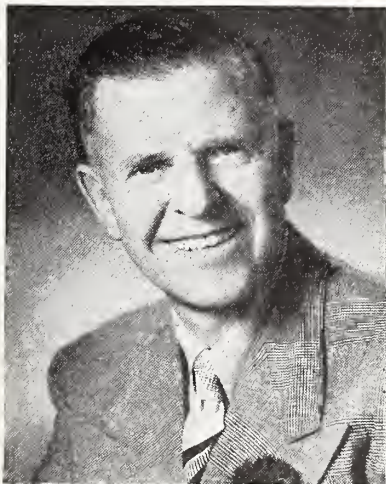
TRIPLE BELL

TRIPLE PLAY — TRIPLE PROFIT



5-5-5

\$895.00 F.O.B. Chicago

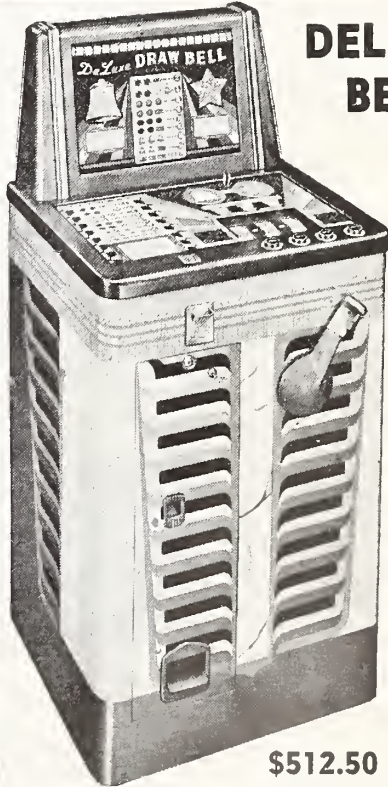


PAUL A. LAYMON

I am looking forward to meet-
ing my California friends at
the Bally Exhibit.

See Bally's
NEW FAST 5-BALL
NOVELTY HIT

Prices on Request



DELUXE
BELL

NEW
SUPER
SPECIAL
AWARD

\$512.50 Chicago
F.O.B.

BE SURE AND SEE THE
LATEST GAMES
AT BALLY BOOTHS
56 - 57 - 58 - 59
SHERMAN HOTEL

★ LOOK AT THESE WINTER SPECIALS ★

Thorobred	\$209.50	Pimlico	179.50
Longacres	209.50	Keeney Super Bell,	
'41 Derby	119.50	5c C.P. F.P.	129.50
Club Trophy	119.50	Keeney Super Bell,	
Dark Horse	90.00	25c C.P. F.P.	159.50
Blue Grass	90.00	Hi Hand 5c C.P. F.P.	99.50
		Club Bell 5c C.P. F.P.	99.50

We Carry a Most Complete
Stock of Parts and Equipment
for Every Type and Kind of
Coin Machine. It Will Pay You
To Pay Us a Visit

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PAUL A. LAYMON, INC.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA, AND THE HAWAIIAN ISLANDS

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Phone: DR. 3209

LOS ANGELES 15, CAL.

ELECTROMATON BRINGS YOU
THRILLING, FASCINATING HIGH SKILL
ROL-A-SCORE

SEE IT IN BOOTH No. 201 AT THE CMI SHOW



- Automatic Double Score.
- Custom-built of birch and maple wood.
- Richly ornamented with chrome. Attractive, strikingly modern.
- New parts and ideas . . . not a revamp.
- All parts easily accessible for swift cleaning or adjustment.
- 6 feet long, 6 feet high and 2 feet wide.

DISTRIBUTORS, JOBBERS, OPERATORS
...WRITE, WIRE, PHONE FOR
FULL PARTICULARS!

ELECTROMATON, INC.
Manufacturers of Electro-Mechanical Amusement Devices
701-703 Monroe St., Hoboken, N. J. • HOboken 3-1472



ARCADE EQUIPMENT IN PERFECT CONDITION
ALL MACHINES REPAINTED AND FACTORY RECONDITIONED LIKE NEW!

GUNS		AMUSEMENT		ATHLETIC		COUNTER GAMES		CARD VENDERS	
Seeburg Gun Hired Girl	\$145.00	Mutoscope Drivemobile	\$250.00	Roover Electric	\$ 85.00	Groetchen Skillarette	\$ 20.00	Exhibit Card Vender	
Thunderbolt (New)	245.00	Poker Joker	110.00	Exhibit Champion		Genco Hoops	45.00	(Floor Model)	\$ 35.00
Tommy Gun	125.00	Stoner Derby Racer		Punching Bag	150.00	Pike's Peak	22.50	Mutoscope Card Vender	
Tommy Gun (Late Model)	175.00	(2 Players)	115.00	Mutoscope Grip	125.00	Kill The Jap	19.50	(Floor Model)	35.00
Exhibit Bull's Eye	75.00	Chester Pollard Derby		Mutoscope Lift	125.00	NEW COUNTER GAMES		Mutoscope All Metal	
Kirk's Night Bomber	350.00	Racer (2 Players)	150.00	Exhibit Chinning Rings	150.00	Marvels Pop-Up	\$ 49.50	Card Vender	35.00
Seeburg Jail Bird	145.00	Chester Pollard Football	115.00	Mills Large Electric	125.00	Gottlieb Gripper	39.50	Exhibit All Metal	
Seeburg Chute the Chute	145.00	Trophy Golf	65.00	Exhibit Tiger Pull	85.00	A.B.T. Challenger	65.00	Card Vender (New)	29.50
Seeburg Rifle Range	145.00	Keep Punching	110.00	Large Dumbell Lift	125.00	Exhibit All Metal		1,000 Cards Free	
Seeburg Chicken Sam	145.00	Genco Playball	150.00	Mills Dumbell Lift	100.00	Card Vender	29.50	Complete Line of All New	
Bally Torpedo	175.00	Thunderbolt (New)	245.00	Rosenfield Combination Lift		1,000 Cards Free		Exhibit Machines	
Keeney Submarine	145.00	Mutoscope Ace Bomber	250.00	& Grip	75.00	BOWLING & BALL ROLLING		In Our Showrooms	
Exhibit Two Way		Chester Pollard Golf		Exhibit Foot Vitalizer	85.00	GAMES		Cards, Parts & Supplies	
Pistol Range	150.00	(Small)	50.00	Star Striker	150.00	Wurlitzer Skee Ball	\$195.00	Always On Hand	
Radio Rifle	85.00	Chester Pollard Golf	85.00	Caille Tower Grip	85.00	Super Duoer (New Alley)	295.00	Ace Coin Counter	
BASEBALL AND BASKETBALL		(Large)		Grip & Lift Combination	85.00	Midget Skee Ball (6 Foot)	95.00	\$139.50	
Upright Baseball	\$100.00	FORTUNE TELLING		Western Grip	55.00	7 Skee Ball (9 Foot)		Late Model Photomatic	
Upright Basketball	100.00	Happy Home	\$ 55.00	Caille Tower Lift	80.00	Slightly Used Ski Bowl	210.00	650.00	
Jr. Basketball (2 Players)	75.00	Palmistry	110.00	SCALES		NEW BOWLING		New or Used Amusement	
Texas Leaguer	45.00	Scientific Birthday Clock	95.00	Kirk Astrology Scale	\$ 95.00	Rol-A-Score (6 Ft. Model)		Games — Parts and Supplies	
Atlas Baseball	85.00	Cupid's Wheel	125.00	Penny Weighing Scale		Suoor-Triangls (Roll Down)		MUNVES HAS THEM ALL!	
Batting Practice	115.00	Love Analyst (New)	195.00	(New)	69.50	Mutoscope's Atomic Bomber			

MIKE MUNVES CORP. : 510-514 W. 34th ST., N. Y. : Phone: BRyant 9-6677

LIST OF EXHIBITS

(Continued from Page 94)

ATIONAL SLUG REJECTORS, INC.

100 San Francisco Ave.
t. Louis 15, Mo.
I. Cleary, Salesmgr.
ooth 79

Products on display:

Three-In-One" Slug Rejector
Slug Rejector
-10" Slug Rejector
adio Timer
lectric Coin Changer
oin Switches
oin Return Assemblies

ATIONAL VENDORS, INC.

055 Natural Bridge Ave.
t. Louis 15, Mo.
F. F. Friedrich, Vice-Pres.
Booths 121-122-123

Products on display:

Electric Cigaret Machine
Console Electric Candy Vender
Manual Cigaret Vender

ACK NELSON CO.

320 Milwaukee Ave.
Chicago, Ill.
ack Nelson, Pres.
Booth 83

Products on display:

Universal Bar Brackets
DeLuxe Vending Stands

NORTHWESTERN CORP.

L. Armstrong St.
Torris, Ill.
V. R. Greiner, Salesmgr.
Booth 8

ACE MFG. CO.

909 Indiana Ave.
Chicago, Ill.
L. W. Pace
Display at Factory

PACKARD MFG. CORP.

2900 Columbia Ave.
Indianapolis 7, Ind.
Homer E. Capehart, Chrman.
Booths 124-125-126-127

Products on display:

Phonographs
Hiddenways
Wall Boxes
Speakers
Accessories

PAN CONFECTIONS, INC.

311-329 W. Superior St.
Chicago 10, Ill.
C. A. Gerlach, Salesmgr.

PANTAGES MAESTRO CO.

6233 Hollywood Blvd.
Hollywood, Calif.
H. A. Brockamp, Vice-Pres.
Booths 138-139-140

Products on display:

Maestro Music Wired System
Individual Mirror Cabinets

PERMO, INC.

6415 Ravenswood Ave.
Chicago 26, Ill.
E. C. Steffens, Vice-Pres.
Booths 128 to 131, incl.

Products on display:

Permo Point Needles

PERSONAL MUSIC CORP.

U. S. Highway #1
P. O. Box 720
Newark, N. J.
H. F. Dennison, Pres.
Booths 163-165-167-169

Products on display:

Personal Music Boxes
Installation Studio

PREMIER COIN MACH. MFG. CO.

577 10th Ave.
New York, N. Y.
J. A. Gabe, Mgr.
Booths 186-187

QUALITY PICTURES CO.

5634 Santa Monica Blvd.
Hollywood 38, Cal.
Booth 203

RADIO CORP. OF AMERICA

Front & Cooper Sts.
Camden, N. J.
Jack Williams
Booths 160-162

RELIABLE METAL ENGINEERING CO.

4358 S. Knox Ave.
Chicago, Ill.
Chas. L. C. Oy, Owner
Booth 95

REVCO, INC.

Deerfield, Mich.
G. F. Forsthoefel, Pres.
Booths 171-172

Products on display:

Ice Cream Venders

ROCK-OLA MFG. CORP.

800 N. Kedzie Ave.
Chicago 51, Ill.
David C. Rockola, Pres.
Hotel Morrison

Open House at Factory

Products on display:

Automatic Phonographs
Wall Boxes
Speakers
Accessories

DAVID ROSEN

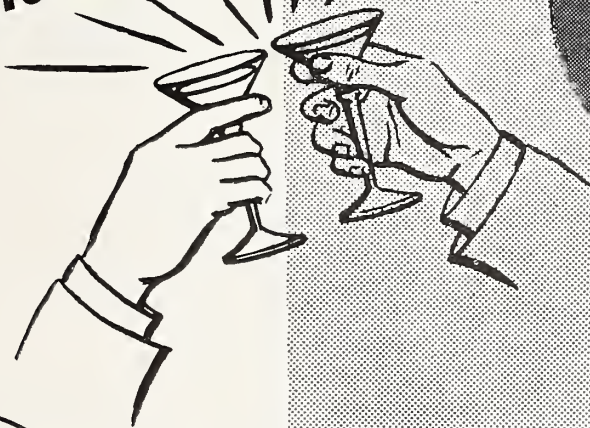
855 N. Broad St.
Philadelphia, Pa.
David Rosen, Owner
Booth 97

RUNYON SALES CO.

593 Tenth Ave.
New York, N. Y.
Jack J. Mitnick
Booths 100-101-102-103

Continued on Page 97

After 28 Years/
being a friend becomes a habit!



B. D. LAZAR



J. D. LAZAR

28 years of satisfied customers is a constant source of pride to B. D. LAZAR CO. Our reputation of coming through for you is based on the fact that we distribute only the finest equipment. This harmonious relationship means everything to us . . . we intend to maintain it and continue to build upon it. Keep your eyes on LAZAR it will mean greater profits to you!

DISTRIBUTORS FOR: All
Leading Manufacturers of
Rock-Ola, Phonograph of
Tomorrow; Gottlieb Games
and Grappers; Pace Slots
— 5c, 10c, 25c, 50c and
\$1.00; A.B.T. Challengers;
Bally Draw Bell and Triple
Bell; Genco Manufacturing
Co.; Williams Manufactur-
ing Co. Games; Daval —
Counter Games;
Ace Coin
Counters.

We Also Have a Com-
plete Line of Recondi-
tioned Machines.



LIST OF EXHIBITS

(Continued from Page 96)

UNZEL CORD & WIRE CO.

727 Montrose Ave.
Chicago, Ill.
J. J. Keller, Salesmgr.
Booth 115

SCIENTIFIC MACHINE CORP.

29 W. 28th St.
New York, N. Y.
Max D. Levine, Pres.
Booths 157-159-161

SHIPMAN MFG. CO.

326 S. Lorena
Los Angeles, Cal.
V. Shipman, Owner
Booth 92

TELEPHONE CORP.

311 W. Pico Blvd.
Los Angeles, Cal.
Wm. Parr, Pres.
Booths 31-32
Products on display:
Telephone Music Boxes
Audio Equipment
Mirror-Tone Selector Cabinets
Leveling Pre-Amplifier
Tone Timing Devices

TUNDIES DISTRIB. CORP.

9 W. Jackson Blvd.
Chicago, Ill.
O. Fitch, Asst. Gen. Mgr.
Booth 27

Products on display:
"Solovue" peep machine
"Coincraft Pictures"

TUNDMASTER CORP.

65 W. Fullerton Ave.
Chicago, Ill.
Robert Cole, Vice-Pres.
Booth 194

SPECIALTY SALES CO.

252 Sexton Bldg.
Minneapolis, Minn.
Earl C. Jasper, Owner
North half Rms. 103-104

STONER MFG. CORP.

328 Gale St.
Aurora, Ill.
C. R. Adelberg, Vice-Pres.
Booth 67B

SUPERIOR PRODUCTS, INC.

14 N. Peoria St.
Chicago, Ill.
Abe Ostrinsky
West half Rms. 114-115
Products on display:
1947 Salesboards

TELOTONE CORP.

500 N. Parkside Ave.
Chicago, Ill.
J. D. Kintzel, Salesmgr.
Booths 156-158

TELEQUIZ SALES CO.

32 W. Randolph St.
Chicago, Ill.
Joe E. Beck
Booth 23

TRADIO, INC.

Asbury Park, N. J.
Geo. Trad, Vice-Pres.
Booth 154

TRIANGLE MFG. CO.

609 S. 10th St.
Minneapolis, Minn.
Jos. Berkowitz, Genl. Mgr.
West half Rm. 112

U-NEED-A-VENDORS, INC.

2715 Summit Ave.
Union City, N. J.
J. Breidt
Booth 68B
Products on display:
Monarch Cigaret Machines

UNITED MFG. CO.

5737 Broadway
Chicago, Ill.
C. B. DeSelm, Salesmgr.
Booth 146

Products on display:

"Rio", replay pin game

UNIVERSAL MFG. CO.

411 E. 8th St.
Kansas City, Mo.
Jos. Berkowitz, Gen'l Mgr.
West half Rm. 116

UNIVERSAL PACIFIC SALES CO.

8851 Beverly Blvd.
Los Angeles, Calif.
Jack Nelson, Ed Johnson
Booths 112-113-114

VENDALL CO.

2323 W. Wolfram St.
Chicago, Ill.
Bert F. Riel, Salesmgr.
Booth 196

Products on display:

Candy vender

VIKING TOOL & MACH. CORP.

2 Main St.
Belleville 9, N. J.
C. Lommerin, Treas.
Booths 136-137

Products on display:

Popcorn vender

THOS. A. WALSH MFG. CO.

201 S. Tenth St.
Omaha, Neb.
Thomas A. Walsh, Jr., Partner
Rm. 118

Products on display:

Salesboards

WATLING MFG. CO.

4650 W. Fulton St.
Chicago, Ill.
John Watling
Booths 13-14-15-16

WICO CORP.

(formerly Harry Marcus Co.)
2913 N. Pulaski Rd.
Chicago 41, Ill.
Harry Wiczner, Gen'l Mgr.
Booths 134-135

*Products on display:*Coin Machine Parts and
Supplies of all kinds

Continued on Page 98

Welcome . . .

MUSIC OPERATORS
OF ILLINOIS and LAKE COUNTY, INDIANA

VISIT US AT

HOTEL SHERMAN

DURING THE COIN MACHINE SHOW

February 3, 4, 5, 6 — 1947

AUTOMATIC DISTRIBUTING COMPANY

FRANK GARNETT

MICHAEL SPAGNOLA

AMI

40 SELECTION PHONOGRAPH
AUTOMATIC HOSTESS

OFFICE AND SHOWROOM

806 N. MILWAUKEE AVENUE
CHICAGO 39, ILLINOIS
(CHESAPEAKE 4900)

Coin Machine Acceptance Corporation

CORDIALLY INVITES ITS CUSTOMERS, PROSPECTS AND FRIENDS TO VISIT ITS HEADQUARTERS AT THE BISMARCK HOTEL DURING THE COIN MACHINE INDUSTRIES CONVENTION FEBRUARY 3-6.



**FIRST AND LARGEST ORGANIZATION DEVOTED
EXCLUSIVELY TO COIN MACHINE FINANCING**

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS
717 MARKET ST., SAN FRANCISCO, CALIF. • CONSTRUCTION BLDG., DALLAS, TEXAS



Max Brown

Phone me
at
**HOTEL
SHERMAN**
from

FEB. 3 to FEB. 10

Manufacturers . . .

We offer you Youth, Knowledge, Experience and a "Fighting Fool" Sales Force that doesn't know what the word "QUIT" means. We **SELL** Your Products and We Keep on **SELLING** THEM! What's more — **RIGHT NOW** — at this Convention—is the time for **YOU** to appoint us **YOUR DISTRIBUTOR!** Get the **BIGGEST SALES YOU'VE EVER ENJOYED** in Eastern Pennsylvania.

PHILADELPHIA COIN MACHINE EXCHANGE

"You'll Like The Way We Do Business"

644 NORTH BROAD ST. (All Phones: POplar 5-4772)

PHILADELPHIA 30, PA.

LIST OF EXHIBITS

(Continued from Page 97)

WILLIAMS MFG. CO.
161 W. Huron St.
Chicago, Ill.
Harry Williams

Booths 17-18-19
Products on display:
Latest amusement machines
WORLD WIDE DISTRIBUTORS
1014 N. Ashland Ave.
Chicago 22, Ill.
A. J. Stern, Owner
Booth 80

ROBERT M. YOUNG CO.
(formerly Bercker Young Co.)
757 N. Broadway
Milwaukee 2, Wis.
A. W. Hubbard, Asst. Mgr.
Booth 199
Products on display:
Instruction books

Opening Columbus Rock-Ola Offices



WARREN C. DEATON, SR.



WARREN C. DEATON, JR.

ON, O.—Warren C. Deaton, Sr., city, direct factory representative for Rock-Ola Manufacturing announced this week that he opening offices and showrooms in ty of Columbus.

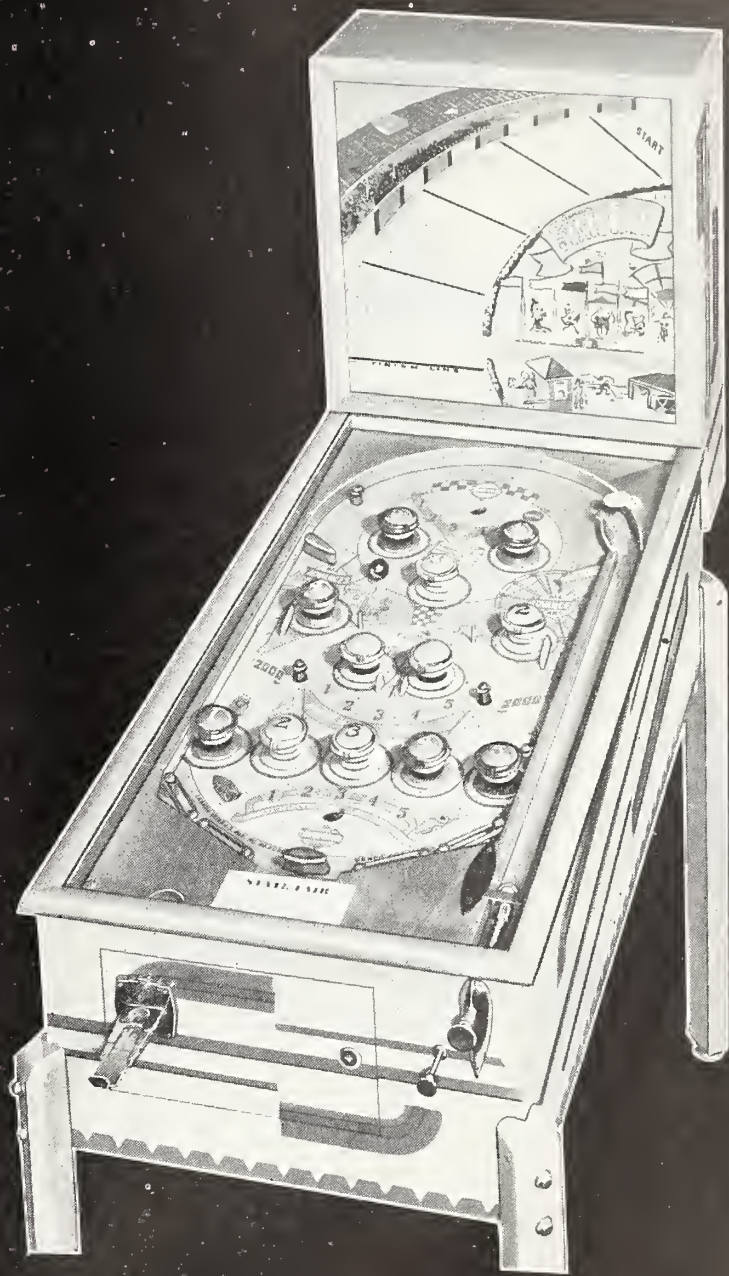
ording to Deaton, "These will e most outstanding offices for istribution of music equipment nation."

also reported, "Warren C. n, Jr. will be the manager of offices and will from their open- about March 15, reside in bus."

ton reported that he plans to the most beautiful salesrooms uilt in the trade and, in addi- also believes that his offices, ence rooms, repair and stock tments will create a sensation g all those who will view them e official opening day.

Our plans are already under Deaton stated, "to make our bus offices the most impressive utstanding in the industry. We , he continued, "continue our here in Galion and eventually d more offices thruout the state io so that the music operators ave complete and direct dis- ion and will be able to get all Rock-Ola merchandise, right at a finger-tips."

"STATE FAIR" by GENCO



BOOTHS

49-50-51-52



MEMBER

GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS



HELLO, COIN-MACHINE GANG!

'll be nice to see you all again at the convention in Chicago . . . to talk over old times and plan for what lies ahead. As you probably know, for many, many years operators and their clients have depended on Morris Hankin and Jack Lovelady to supply all of their coin machine needs — music machines, vending machines and games of all kinds. For constructive advice and considerable cooperation they extend a helpful hand. So, as the New Year 1947 gets off to a good beginning, we wish you all Good Luck . . .

Morris Hankin & Jack Lovelady

EXCLUSIVE DISTRIBUTORS

in Georgia and Alabama for:

AMI
KEENEY
MUTOSCOPE
PERSONAL
A. B. T.
CHICAGO COIN
EXHIBIT
TRADIO
for Alabama

H & L... Where Promise
and Performance Go
Hand in Hand



DISTRIBUTORS, INC.

708 Spring St., N.W., Atlanta, Ga. : 1524 2d Ave., N., Birmingham, Ala.

Will Show New Type Game At Convention

CHICAGO—The Esquire Games Co., this city, will show an entirely new type of amusement game during the forthcoming convention at the Hotel Morrison in Room 3931.

Both Leon Berman and Charles Katz of the firm report, "Tests on this machine, especially those made in Elizabeth, N. J. by Dave Stern, proved that it could outearn and out-pull any pin games which had ever been on the same location."

The game is reported to be set up for high score novelty action but is easily adjustable to replay action.

Katz and Berman also stated, "The speed and suspense which is incorporated into this new machine is sure to win the commendation of every coin machine man who sees it. There is no doubt anymore, after the fact that the nation's leading coin machine firms have waited a year to get the game, that it is the finest new development in amusement machines in the nation."

Both men report that they will be on hand during the entire convention to show the machine. They also state that territories are still available.

Klein Has Surprise Plan for Wisc. Ops



HAROLD KLEIN

MILWAUKEE, WIS. — Harold Klein of Klein Distributing Co., this city, reports that his firm are preparing to present one of the most unique plans for the operators in this state during 1947.

Klein reports, "We have just completed a survey of the entire state and note the condition of the trade here requires some daring and different plans so that the men will be assured of the greatest possible profits during the years of 1947.

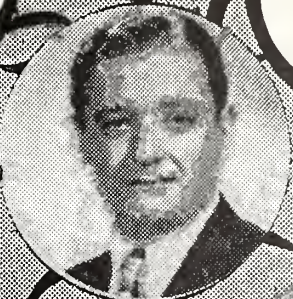
"Our firm", he continued, "has therefore decided that the plans which we have just developed will prove the salvation which the operators in this state require to assure themselves of earning greater profits than they ever have before in all their history.

"We believe further", he said, "that when we make these plans public everyone in the industry will go along with us to help assure their customers, too, this type of cooperation and effort."

LOOK FOR THE SIGN OF THE SEACOAST SEA HORSE



Look for
the men wearing
the Seacoast
Sea Horse
at the
CMI Show!



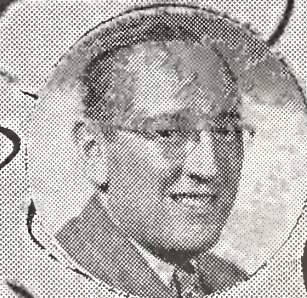
HARRY PEARL



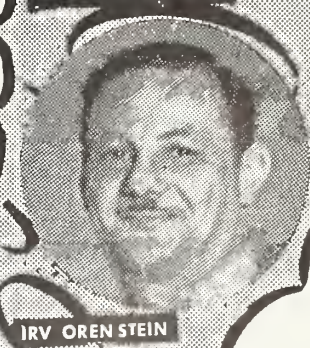
DAVE STERN



TOM BURKE



EVERETT MASTERSON



IRV ORENSTEIN

We'll all be at the convention and are looking forward to seeing our old friends . . . making many new ones . . . starting the year off right! Look for the sign of Seacoast Sea Horse and you'll be sure to find one of us looking for you!

P. S. Though there will be 15 Seacoast men at the show there will still be enough of us back home to take care of the boys who couldn't get to Chicago.

seacoast

DISTRIBUTORS, INC.

627-629 TENTH AVENUE
NEW YORK 18, N. Y.
Phone: LOngacre 3-0740

415 FRELINGHUYSEN AVENUE
NEWARK 5, N. J.
Phone: Blgelow 8-3524

“These Facilities Enable
Scott-Crosse Company
To Keep You
48 HOURS
Ahead of
the Field”



SAM STERN

EXCLUSIVE DISTRIBUTORS

N PENNSYLVANIA, NEW JERSEY, DELAWARE,
MARYLAND AND WASHINGTON, D. C.

Rock-Ola Manufacturing Corp.
U-Need-A-Vendors, Inc.
H. C. Evans Company
Williams Manufacturing Company
Pfanstiehl Chemical Co.
General Electric Co.
Daval Products Corp.
Savoy Records
National Records
Cosmo Records

See You

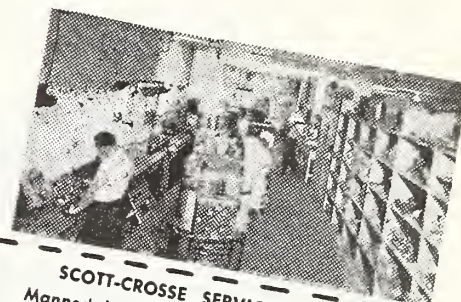
At The ROCK-OLA OPEN HOUSE
During the CMI Show
in Chicago



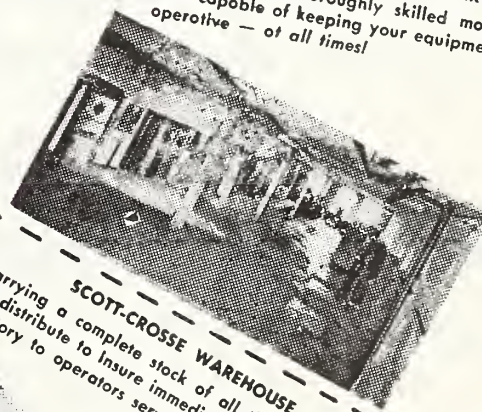
HOME OF SCOTT-CROSSE
All distribution facilities under one roof



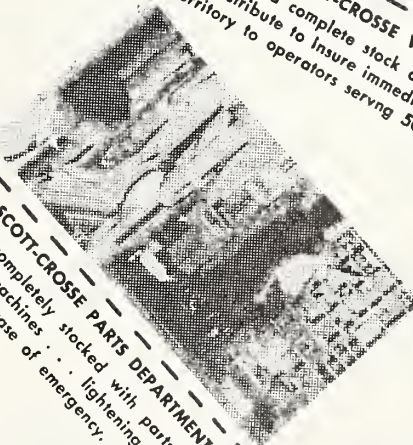
SCOTT-CROSSE SHOWROOMS
Among the finest in the East. Here operators see
the equipment we distribute on constant display.



SCOTT-CROSSE SERVICE DEPARTMENT
Manned by a thoroughly skilled maintenance
staff capable of keeping your equipment 100%
operative — of all times!



SCOTT-CROSSE WAREHOUSE
Carrying a complete stock of all the equipment
we distribute to insure immediate delivery in our
territory to operators serving 50,000 locations.



SCOTT-CROSSE PARTS DEPARTMENT
Always completely stocked with parts for all
makes of machines . . . lightning speed re-
placement in case of emergency.

Scott-Crosse Co.

1423 SPRING GARDEN STREET

PHILADELPHIA 30, PA.

1998

1999

2000

2001

2002

2003

2004-2005



United's New 1947 Show Game

RIO

FIVE BALL NOVELTY-REPLAY

- Dynamic, Intriguing New Playing Principle
- Twin Kick-Out Pockets with Cross Ball Action
- R-I-O Feature Doubles Value of Pockets
- Eleven Ways To Score Replays
- Last Second Play Suspense

See Your Distributor

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Solotone Features New Equipment



WM. (BUD) PARR

LOS ANGELES, CAL.—Wm. (Bud) Parr, president of the Solotone Corp., this city, is reported ready to surprise the music-machine trade with new equipment which will be presented for the first time at the convention. Parr is reported to have stated, "This is the time when the music operator must get the maximum returns from every location. We are sure that, with the new equipment which we have prepared for him, he will definitely enjoy greater collections and will also be in a more solid position in everyone of his locations." He also said, "For a long time now our factory has been working on the theory that the operators' profits are the most important consideration for

GOLD COAST COIN MACHINE EXCHANGE

2846 W. PICO BLVD.

LOS ANGELES, CALIF.

(Tel. RO. 7531)

Exclusive Distributors in SO. CALIF. and ARIZONA

For

D. GOTTLIEB & CO.

"Quality Products"

ELKY RAY Invites...

All of His West Coast Friends to
Meet Him at D. Gottlieb's Booths (2-3-4)
IN CHICAGO

• A REAL SURPRISE IS IN STORE FOR YOU •

any manufacturer of automatic music equipment. We have pointed all development of new music products in this direction. We believe, that the new music equipment which Solotone will present will meet with the approval of every music machine man in the nation."

The firm are preparing to launch one of the greatest and most intensive campaigns in all their history. They feel that the time has arrived, they report, when the operator should be given all the possible preference so as to assure him continuing in business on a sound basis.

THE UNIVERSITY OF CHICAGO
LIBRARY

R10

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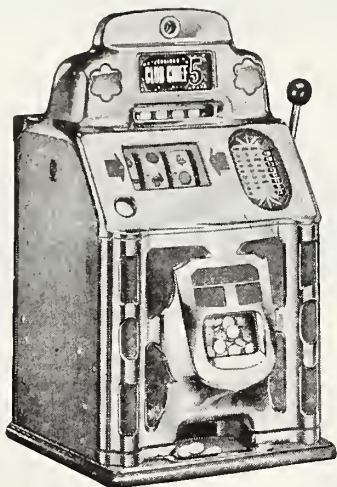
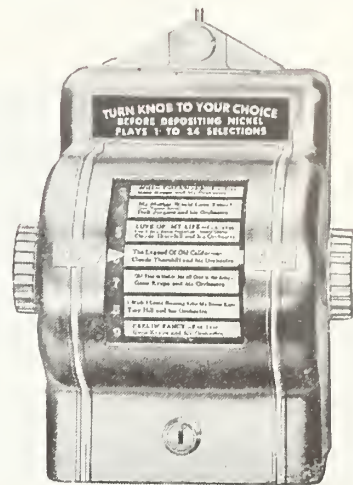


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Midwest Headquarters

for these

Proven
**MONEY
MAKERS**



PACKARD MANUFACTURING CO.

BALLY MANUFACTURING CO.

CHICAGO COIN MACHINE CO.

DAVAL PRODUCTS CORP.

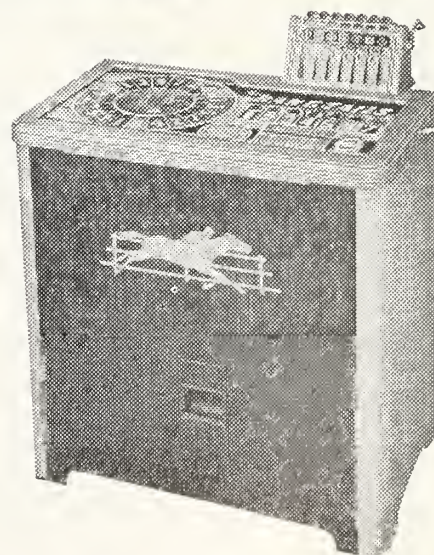
H. C. EVANS & CO.

GENCO MANUFACTURING CO.

O. D. JENNINGS & CO.

MARVEL MANUFACTURING CO.

PERSONAL MUSIC CORP.



DISTRIBUTING COMPANY

ROCK ISLAND, ILL. • 2532 FIFTH AVE. • PHONE 153
DES MOINES, IA. • 1220 GRAND AVE. • PHONE 3-0184
OMAHA, NEB. • 1209 DOUGLAS ST. • PHONE ATLANTIC 3407



The first place for rec'd buys has always been ACTIVE! Joe Ash and Irv Morris are justly proud of this established reputation! ACTIVE'S three offices in Philadelphia, Pa., Newark, N. J., and Scranton, Pa. present Showrooms, Warehousing, Maintenance and Parts facilities that excel all others!

Yes, everything you could ask for . . . and more . . . is covered by ACTIVE'S complete service! Just look over, ACTIVE'S tremendous stocks of all types of new and reconditioned equipment! You'll see why everybody looks to ACTIVE for the best in high profit games! ACTIVE has always been first in the field: first in quality . . . first in price . . . first in quick action for operators!

"You Can Always Depend on Active--All Ways"

ACTIVE AMUSEMENT MACHINES CO. 666 North Broad St. 1060 Broad Street 1120 Wyoming Ave.
Philadelphia 30, Pa. Newark 2, N. J. Scranton, Pa.
Fremont 7-4495 Mitchell 2-7646 Scranton 4-6176

Big Show is the Big Thrill



O. J. MULLINIX

SAVANNAH, GA.—O. J. Mullinix of the Mullinix Amusement Co., this city and Atlanta, Ga., reported that The big show is the big thrill that every operator, jobber and distributor in this part of the country has been looking forward to for so many, many months."

Mullinix also stated, "We all look forward to seeing the very latest ideas which will assure everyone in the coin machine business enjoying the greatest possible profits during 1947 at this big show. There is no doubt in mind", he also said, "that the manufacturers will present just what we all have been looking forward to."

Quiz For PROFIT-MINDED COIN MACHINE MEN

Q. What amusement device won highest award at NAAPB Show?

A. → **Remote Turret Gunner.**

Q. What amusement device uses actual government guns that originally cost \$50,000?

A. → **Remote Turret Gunner.**

Q. What amusement device has proven earnings up to \$500 weekly on location over a year?

A. → **Remote Turret Gunner.**

Q. What sensational amusement device will be shown at Booth 182-183 at Coin Machine Show — Hotel Sherman?

A. → **Remote Turret Gunner.**

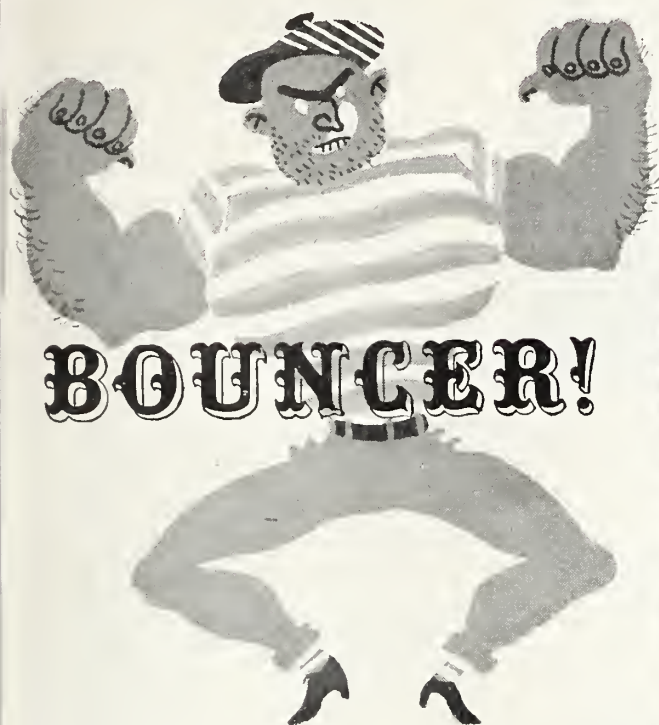
If you can't be present at the Show, write or wire for full information on the "Talk of the Show" REMOTE TURRET GUNNER.

JACK GARLINER, President

ELECTRONIC AMUSEMENT CORP.

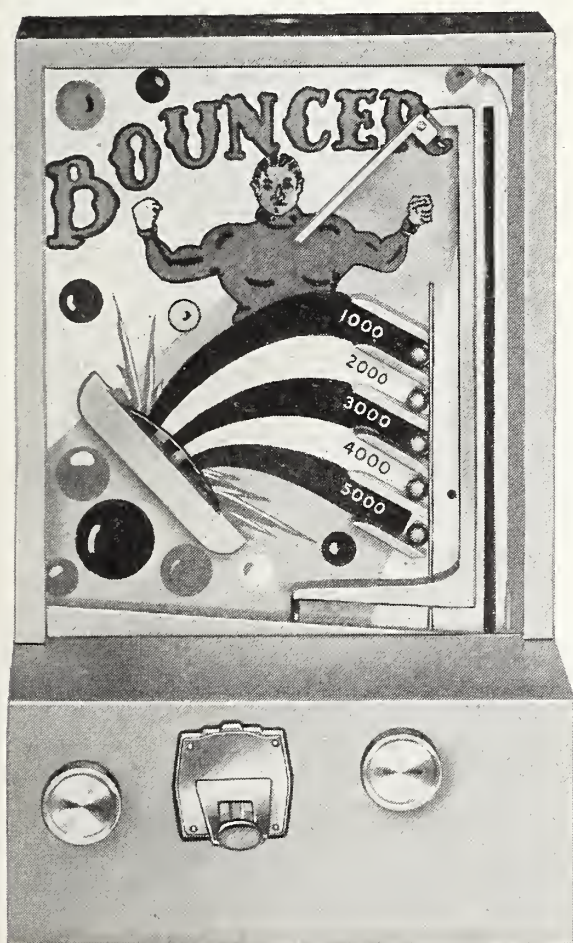
85 AVENUE E., • GLENWOOD 1426 • ROCHESTER, N. Y.

Introducing



brand new

5-BALL SKILL GAME!



Smooth-playing! Exciting! A game that gets under the skin! *Has brand new play principle* that bounces 3 shiny silver balls and 2 double-scoring gold balls (depending on skill) into various scoring alleys.

It's a money-catcher on any counter! Attractive 5-color silk screened cabinet. Mechanically perfect. Equipped with either penny or nickel coin chute.

Test locations have proved the Bouncer to be a fast money maker!

To attract attention! To get fast repeat action! Strictly an operator's machine ... made by operators for operators.

A few distributorships available.
Write, Wire, Phone.

\$44.50 (operator's price)
Write for quantity prices.

SKILL GAMES CORP.



COIN OPERATED MACHINES

1141 DE KALB AVENUE, BROOKLYN 21, N. Y. GLENMORE 2-5450

Cohn and Winters Have Souvenir Surprise for Show

NEW YORK — Nat Cohn and Earl Winters of Modern Music Sales Co., this city, Mills phono distribs, report that they have a most unique souvenir surprise for all the music operators who will attend the convention.

Nat and Earl both stated, "We planned far ahead to bring this surprise souvenir to this convention and, in cooperation with the factory Mills Industries, Inc., are going to have it ready at the showing of the marvelous and sensationally new Mills phono at the Hotel Continental.

"As long as they last," both men stated, "they will be given away absolutely free to all who will come to this grand display."

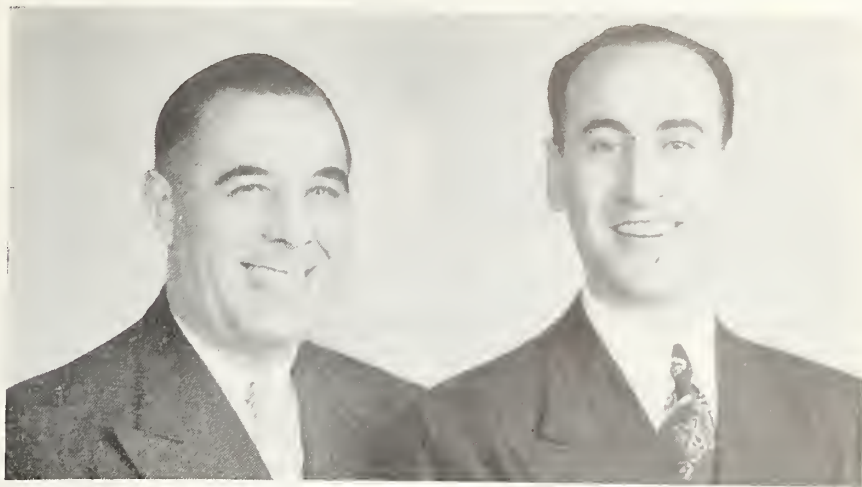
Great Developments



DAVE BOND

BOSTON, MASS.—"Everyone in this area," reports Dave Bond of Tri-mount Coin Machine Co., this city, noted distribs, "look forward to the greatest developments for the future of the industry to be shown at this first coin machine convention since the war started.

"We are confident that this will be the biggest show of all time", he stated.



NAT COHN

EARL WINTERS

Coin Machine Men—

OPEN HOUSE

—FEB. 3, 4, 5 & 6—

**O. D. JENNINGS
AND COMPANY**

4307-39 WEST LAKE STREET
CHICAGO 24 • ILLINOIS

.....The Leader in the Field.....
for over 40 Years.....

**P. S.—WE'LL SEE YOU AT
THE HOTEL SHERMAN, TOO
BOOTHS 24-25-26**

MENTION "THE CASH BOX" WHEN ANSWERING ADS

COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES

REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE \$32.50 TO \$38.50 PER REEL

NOTE: All our Film for use in Panorams and Solo-Vues is specially treated and prepared to assure smooth running and maximum service.

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QUALITY PICTURES

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NORTH KNOLL
DRIVE

PHONOFILM

HOLLYWOOD
28
CALIFORNIA



ew Mfr. Offers First Machine



IRVING L. MITCHELL



ROBERT SCHER

BROOKLYN, N. Y. — A new manufacturing company, Skill Games Corp., this city, was formed this past week to manufacture amusement games.

Irving Mitchell and Robert Scher, experienced coinmen head the firm.

Mitchell is well known thru his previous association with Dave Robbins, as well as the inventor of many of the games produced by the Chicago manufacturers before the war.

The first product of Skill Games Corp. is a counter game named "Bouncer". It features an entirely new playing principle.

"'Bouncer is a 100% skill game' informs Mitchell," and it can be operated in any territory as a strictly legal game.

"We are now in full production and shall be in a position to make immediate deliveries."

Distributors thruout the country are being lined up by Scher, who will be in charge of the sales division."

Both Mitchell and Scher anticipate one of the greatest years in their history and are preparing to meet all demands for the products which they will create by arranging for one of the most impressive manufacturing plants in eastern coin machinery history. Both men are well acquainted with the needs of the operators.

"First in 1946--First Again in 1947"



YEARS OF NEVER FAILING SERVICE... .. TO OUR OPERATORS

have placed Automatic Equipment Company at the top in the Coin Machine Industry. As Exclusive Seeburg Distributors in Eastern Pennsylvania, Southern New Jersey and Delaware, we are proud of the No. 1 position held by Seeburg Scientific Sound Distribution . . . the outstanding Remote Control Sound System in America today. Automatic Equipment Company distributes *ONLY* music machines . . . is a specialist in the field. That's why every operator in our territory knows we'll give him perfect service . . . we'll never let him down!

AUTOMATIC EQUIPMENT CO.

EXCLUSIVE SEEBURG DISTRIBUTORS FOR EAST PA., SO. JERSEY AND DELAWARE
919-921 North Broad Street, Philadelphia 23, Pa. • Telephone Poplar 5 1333

OVER 40,000 SOLD! ORDER NOW — IMMEDIATE DELIVERY!

ASCO.

5¢ HOT NUT VENDOR

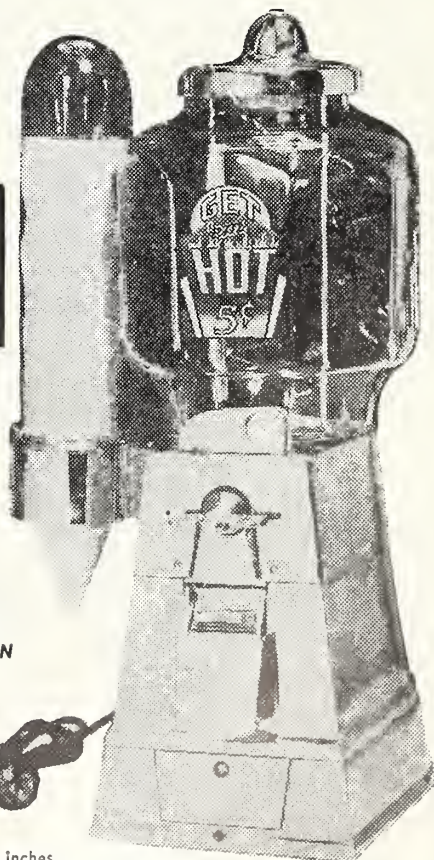
Beautifully designed and well constructed of strong, highly polished aluminum castings with a crystal-clear globe to display the nuts most appetizingly. A "Flasher" calls attention to the machine to insure maximum sales.

The Asco 5c Hot Nut Automatic Dispenser is a fool-proof vendor that will produce big profits for you.

Send for our
Illustrated Booklet
"ASCO BUSINESS PLAN
FOR YOU"

ASCO'S NEW 1947
All Purpose VENDOR
will dispense all bulk
products including
bulk panned confections
and pistachio
nuts.
See Us In BOOTH 105
At the CMI SHOW

Height 21 inches. Base 7 inches
wide, 9 inches deep. Floor Stands
and Wall Brackets available.



ASCO. VENDING MACHINE EXCHANGE

55-57-59 Branford Street • Newark 5, N. J.
Bigelow 3-7744-5

AMERICA'S BEST COIN MACHINE FIRMS WAITED A WHOLE YEAR FOR...

★
MORE ACTION! MORE
THRILLS! MORE SPEED!
MORE SUSPENSE THAN
ANY GAME EVER BUILT!
NOT A PIN GAME YET
OUTEARNED ALL PIN
GAMES BETTER THAN 3 TO
1 ON ACTUAL LOCATION
TESTS!



★
O P E N S
C L O S E D
T E R R I T O R Y
EASILY ADJUSTED TO RE-
PLAY FROM NOVELTY.
TAKES UP LESS THAN HALF
THE SPACE OF A PIN
GAME! NEWEST AND MOST
OUTSTANDING GAME SINCE
THE BIRTH OF THE PIN
GAME!

★
Territory Available!

★
Territory Available!

ON DISPLAY Room 3931 Morrison Hotel

ALL DURING THE CONVENTION — FEBRUARY 3 - 4 - 5 - 6, 1947

A Precision Product of...

ESQUIRE GAMES COMPANY

:

CHICAGO, ILLINOIS

Music Leads Way



LEO J. DIXON

CLEVELAND, O.—Leo J. Dixon of Triangle Music Co., distributer for Aireon Mfg. Corp. and one of the most noted music machine operators in the nation, reported this past week, "Music leads the way once again for all the coinmen in the nation."

He also stated, "A new type of music operator has arisen since the war. He now realizes the worth and value of what he is offering to the merchants everywhere in the nation. He is on a par with big business". He also said, "and there is no doubt that he will grow greater as newer and better music ideas are developed and presented for his benefit."

Dixon is of the belief that, "The music business has just started. We are still a long way from being perfect but we are slowly but surely approaching this era."

A stylized advertisement for David Rosen's booth. At the top, the name "DAVID ROSEN" is written in a large, bold, sans-serif font. Below it, in a smaller, cursive font, is "Music and Automatic Equipment". Further down, in a smaller, sans-serif font, is "855 No. Broad St., Phila. 23, Pa." and "Phone: Stevenson 4-2258-2259". Below this text is a thought bubble containing a small illustration of a man standing next to a booth labeled "BOOTH No. 97". At the bottom of the advertisement is a cartoon illustration of a man in a suit sitting on a stack of books, looking up at the thought bubble. To the right of the cartoon, there is a block of text: "Rosen's got Booth No. 97 at the show and you're all invited — but not too early in the day — because Rosen couldn't get a hotel room so he's got a cot in the booth (don't tell Gilmore)." At the very bottom, it says "See You in Chicago, Ad Man".

BUY WITH CONFIDENCEIT WILL PAY YOU TO CONTACT US
REGARDING ANY EQUIPMENT YOU MAY NEED**LARGEST STOCK** in the
NORTHWEST

If You Use Consoles — Slots or
One Ball Payouts, Write, Wire
or Phone. We Have Everything
at Ridiculously Low Prices.
Don't Miss This Opportunity
To Buy What You Need.

Keeney Super Bell	\$395.00
5-5-5-25 Refinished	
Keeney Super Bell	325.00
5-5-5-5 Refinished	
Mills Four Bells	250.00
E.H. 5-5-5-5 Refinished	
Mills Four Bells	279.50
L.H. 5-5-5-5 Refinished	
Mills Four Bells	299.50
L.H. 5-5-5-25 Refinished	
Keeney Super Bell	200.00
5-5 Refinished	
Keeney Super Bell	219.50
5-25 Refinished	
Jumbo Parades, Pace.....	WRITE
Reels, Totalizers, and	FOR
All Makes of Used Slots	PRICE

Now Delivering
BRAND NEW
Airion **Pace Chrome**
ELECTRONIC **BELL**
PHONOGRAPHS 5-10-101-25-1
50¢ & 1.00

Chicago Coin **Solotone**
Super Score **MUSIC**
5 BALL FREE PLAY **SYSTEM**
FIRESTONE GAMES **DAVAL**
SUPREME SKILL ROLL **FREE PLAY**
TALLY ROLL **COUNTER GAME**
SKILL ROLLETTE
Marshall's POP-UP **Amusement's**
FRISCO AND **JACK RABBIT**
OPPORTUNITY **FREE PLAY**
5 BALL FREE PLAY **OR NOVELTY**
Bally's
VICTORY DERBY-VICTORY SPECIAL
DRAW BELL-TRIPLE BELL-MIDGET RACES
FRANTZ SCALES **GROETCHEN'S**
Mutoscope's **COLUMBIA**
ATOMIC BOMBER **EXHIBIT'S FIESTA**
A.B.T. CHALLENGER

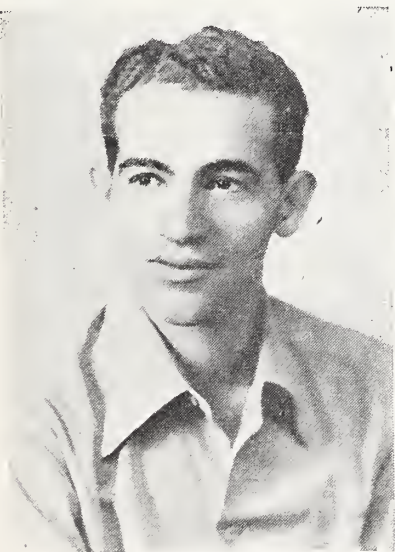
Save \$\$\$ WE HAVE THE STOCK
Write, Wire, or Phone Us Your
Needs, and what You Will Pay.
Tremendous Stock of Consoles,
Slots and One Balls Ready For
Immediate Delivery.

Mills Original	WRITE
Black Cherries	FOR
5-10-25, Brand New	PRICE
Jennings Blackhawk	WRITE
Original, 5-10-25	FOR
Brand New	PRICE
Pace Chrome Bells	WRITE
5-10-25-50-1.00	FOR
Brand New	PRICE
Mills Vest Pockets	WRITE FOR
Brand New	PRICE
50 Folding Stands, used	
Heavy Construction	ea. \$ 1.95
25 New Regal Peanut Machines	ea. 10.95
KEENEY BONUS SUPER BELLS.....	WRITE
BALLY DRAWBELLS & TRIPLE	FOR
BELLS	PRICE

BUSH DISTRIBUTING CO.

257-9 PLYMOUTH AVE. • All Phones GENEVA 0325 • MINNEAPOLIS, MINN.

Named Western Factory Distrib For Scientific



LYN BROWN

LOS ANGELES, CAL.—Lyn Brown has been named western factory distributor for the Scientific Machine Corp. of New York City, it was announced this past week.

Not only will Brown cover the states of California, Oregon and Washington but will also cover the Hawaiian Islands.

Brown has had long experience in operating and selling the products of

WISCONSIN OPERATORS FOR '47 IT'S

HAROLD KLEIN
KLEIN DISTRIBUTING CO.
2606 W. FOND DU LAC AVE., MILWAUKEE 6, WISC.

(Watch For the Greatest News In History!)

Scientific Machine Corporation. This is his first venture as a direct factory agent.

He has opened his offices here at 1351 W. Washington Blvd., and announces that he will also arrange for offices in Portland, Ore. and Seattle.

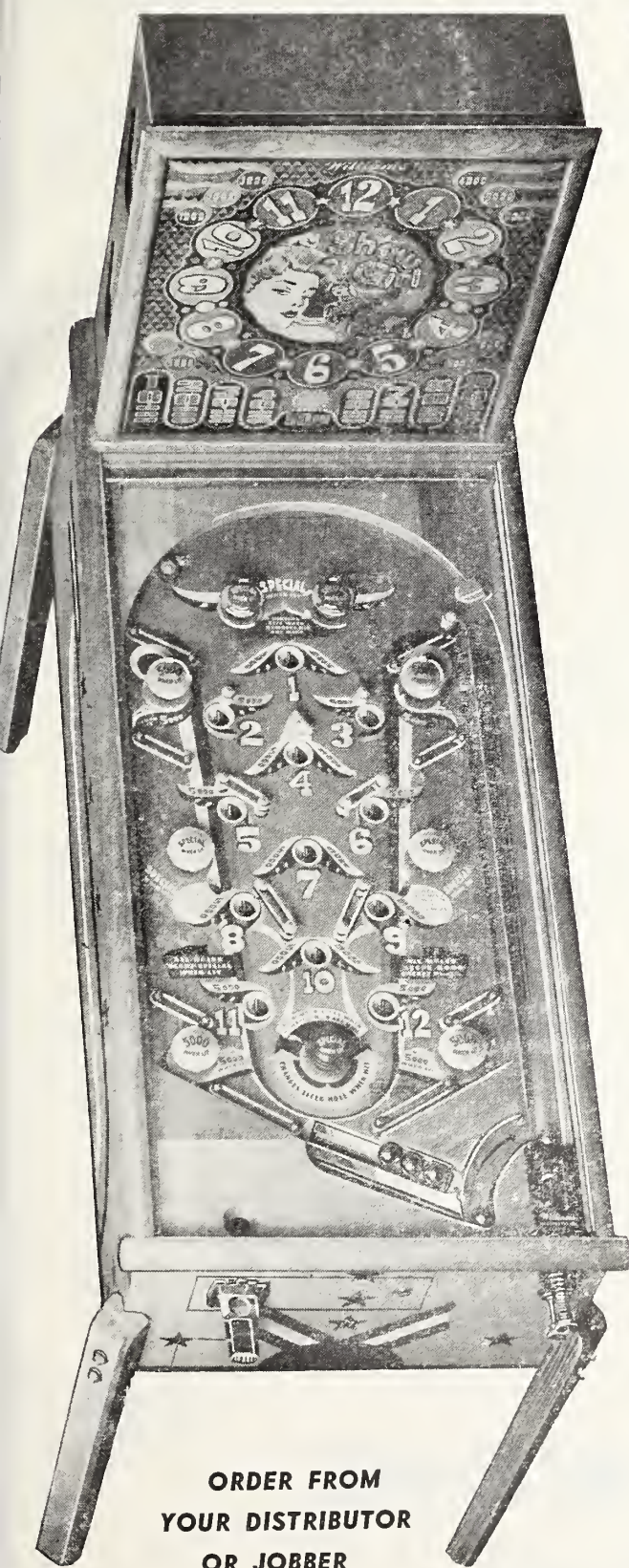
Wash.

He is already making arrangements with distributors thruout the West Coast to represent the products of the firm. Production is under way and shipments will be in good quantity.





THE HIT OF ANY SHOW!



EVERY BALL A
POTENTIAL WINNER!

EVERY SHOT
FULL OF ACTION!

EVERY MOMENT
FULL OF SUSPENSE!

SHOW GIRL IS TRULY DIFFERENT!

BE SURE TO SEE IT AT BOOTHS
17 - 18 - 19

ORDER FROM
YOUR DISTRIBUTOR
OR JOBBER

See Distributor Listing
On Next Page

Williams
MANUFACTURING
COMPANY
161 W. HURON STREET
CHICAGO 10, ILLINOIS



Williams

MANUFACTURING
COMPANY

AUTHORIZED EXCLUSIVE DISTRIBUTORS



CONSOLIDATED DISTR. CO.
1910 Grand Avenue
Kansas City, Mo.

GENERAL DISTRIBUTING CO.
2812 Main Street
Dallas, Texas

GENERAL DISTRIBUTING CO.
1906 Leeland Avenue
Houston, Texas

HEATH DISTRIBUTING CO.
217 Third Street
Macon, Georgia

KING PIN EQUIPMENT CO.
826 Mills Street
Kalamazoo, Mich.

KING PIN DISTRIBUTING CO.
3004 Grand River Ave.
Detroit, Mich.

MAYFLOWER DISTRIB. CO.
2218 University Ave.
St. Paul, Minn.



ROY McGINNIS COMPANY
2011 Maryland Avenue
Baltimore, Md.

PAN AMER. DISTRIBUTING CO.
2818 N. W. 7th Avenue
Miami, Florida

PAN AMER. DISTRIBUTING CO.
90 Riverside Avenue
Jacksonville, Florida

J. H. PERES DISTRIBUTING CO.
2806 Canal St.
New Orleans, La.

PHOENIX DISTRIBUTING CO.
611 W. Washington St.
Phoenix, Arizona

SCOTT-CROSSE COMPANY
1423-25 Spring Garden St.
Philadelphia, Penna.

SICKING, Inc.
1401 Central Parkway
Cincinnati, Ohio



SICKING COMPANY
927 Fort Wayne Avenue
Indianapolis, Indiana

STERLING NOVELTY COMPANY
669 S. Broadway
Lexington, Kentucky

SHAFFER MUSIC CO.
1619 W. Washington St.
Charleston, W. Va.

S. & M. SALES CO.
1074 Union St.
Memphis, Tenn.

TRIMOUNT COIN MACHINE CO.
40 Waltham Street
Boston, Mass.

THE VENDING MACHINE CO.
207 Franklin Street
Fayetteville, N. C.

V. P. DISTRIBUTING CO.
2336 Olive Street
St. Louis, Mo.



WILLIAMS DISTRIBUTING CO.
2309 West Pico Blvd.
Los Angeles, California

WORLD DISTRIBUTORS
453 W. 47th Street
New York, N. Y.



SEE

SHOW GIRL...

it's the hit of any show!

Team - Play



By WILLIAM H. KRIEG
President & Gen'l Counsel
Packard Mfg. Corp., Indianapolis

"Nothing great was ever achieved without enthusiasms!"

Voiced more than one hundred years ago by Ralph Waldo Emerson, these famous words are just as applicable today as they were then.

And I believe it can be said with equal truth and sincerity that—nothing great was ever achieved without team play!

Individuals working together in harmony and unity of purpose. That's a tried and true formula for success in any line of endeavor. In sports it means extra points in the win column. In business it means a sounder structure and increased profits.

So, if every one of us in the music industry will remember that *we're a team* . . . 1947 will be the best year in the history of the coin machine industry.

And to round out the analogy, I might point out that we have three key players on our team. The Operator! The Distributor! The Manufacturer! Three key players . . . with every hour and every day of the new year an "inning"! And each of us playing the game for all that's in him. Not for himself alone. But for the team!

And on every play of the game, each member of the team must carry out his own particular assignment and responsibility.

The Operator must give good service to his locations. He must consider the requirements of each with a view of creating goodwill and increasing patronage. He must keep every piece of his equipment properly serviced and up to the minute.

Upon the Distributor rests the responsibility of selling products only to established Operators. He must formulate and administer sales policies that are in the best interest of the industry as a whole.

The responsibility of the Manufacturer is to produce merchandise of quality and character . . . both sales-wise and performance-wise. Merchandise that will constitute a sound investment for Operators.

That, in a nutshell, is the way for all of us to have a winning year in 1947 . . . with TEAM PLAY! And to quote another very famous author, our winning slogan could well be—ALL FOR ONE AND ONE FOR ALL!

MOTORS REPAIRED WURLITZER — AMI
— SEEBURG — ROCK-
OLA — MILLS. Rewound to Factory Specifications.
Rapid service—repaired or exchanged within 24
hours after arrival.

Complete, No Extras \$6.00

M. LUBER
503 W. 41st. (Longacre 3-5939) New York

IT'S A DATE . .

with

**MONARCH
BOOTH 111**

**AT THE SHOW FOR SPECIAL
SERVICE on NEW EQUIPMENT**

and at

Our Beautiful New Display Rooms

Where its' Always OPEN HOUSE!

Be Sure to Visit Us!

Monarch Coin Machine Co.

1545 N. Fairfield Chicago 22, Ill.

AT THE SHOW

IT'S

"WICO"

COIN MACHINE PARTS

Booths 134-135

**Harry Marcus Co., 2913 N. Pulaski Road
Chicago, Ill. (Tel: MULberry 3000)**

(NOW WICO CORPORATION)

Congratulations to...

THE CASH BOX

**FOR THE FINE SERVICE WHICH HAS BEEN EXTENDED TO THE OPERATORS IN
THE COIN MACHINE BUSINESS THRU YOUR MAGAZINE**

★ ★

**IT IS MY OPINION THAT EVERY COIN MACHINE OPERATOR IN THE UNITED
STATES SHOULD BE A SUBSCRIBER TO THE CASH BOX.**

GEORGE A. MILLER, State President and Business Manager.

CALIFORNIA MUSIC OPERATORS ASSN.

128 EAST 14th STREET

(Phone: TWinoaks 3634)

OAKLAND 6, CALIF.

Visit Booth 207 ★

AT THE CONVENTION
and SEE

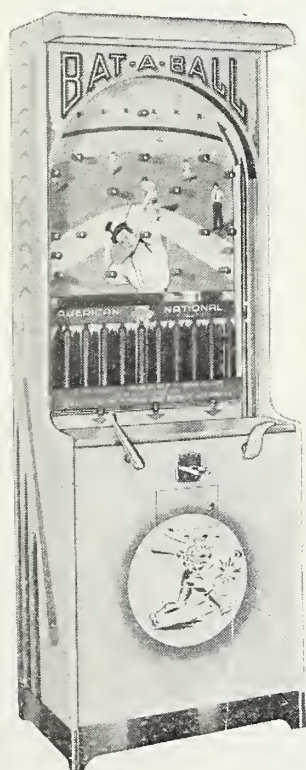
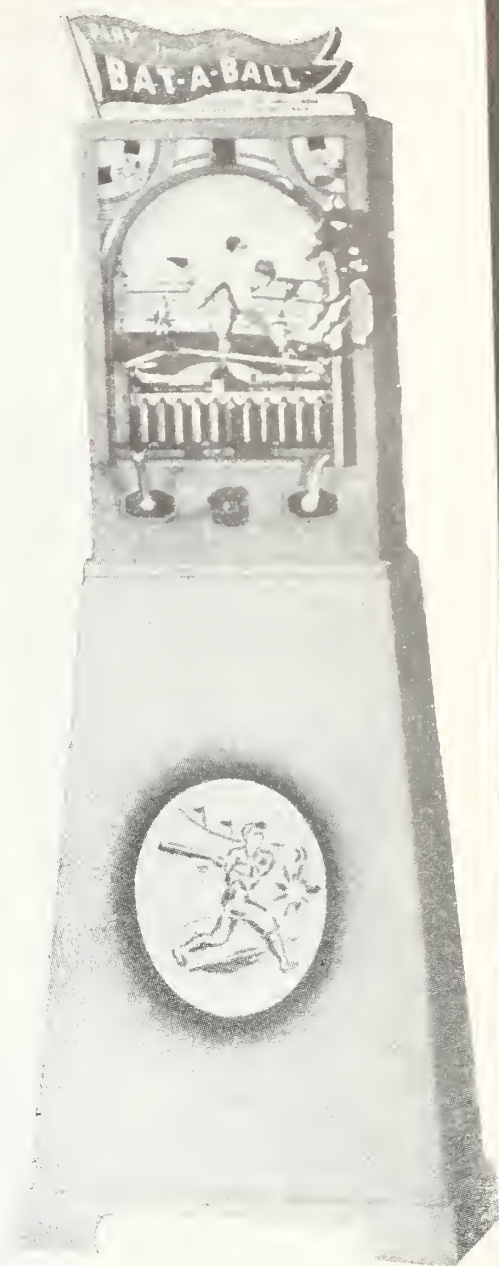
the 3

“AMERICAN”

Stars

which mean \$\$\$ to you!

“Junior League Bat-A-Ball” ➡



← “Bat-A-Ball”



“Golden Falls” ➡



Visit Our New Factory and Offices While You're In Town!

American Amusement Co.

164 EAST GRAND AVE., CHICAGO 11, ILLINOIS • ALL PHONES: WHItEhAll 4370

BUY “AMERICAN” AND YOU BUY THE “FINEST”



MEYER PARKOFF

HARRY ROSEN

BERT LANE

JOE FISHMAN

GEORGE HURWICH

**We'll see you at the
SHOW...**

**and when we do
WE'LL HAVE PLENTY
TO TALK ABOUT**

**LOOK US UP
AT THE SHERMAN**

SEABOARD

SEABOARD NEW YORK CORP. 460 Tenth Ave., New York 18, N.Y.

SEABOARD NEW JERSEY CORP. 27-29 Austin Ave., Newark 5, N. J.

SEABOARD CONNECTICUT CORP. 1625 Main St., Hartford 5, Conn.

Daval Plans Ahead



BEN LUTSKE

CHICAGO — Ben Lutske, general salesmanager of Daval Products, this city, reports that his firm are making plans far into 1947 and intend to present equipment which will meet with all territorial conditions everywhere in the nation.

He stated, "There is no longer any doubt that the trade needs machines which will assure it continuous, profitable operation over a long period of time. Counter games have proved themselves to be able to continue on location for years and have brought in consistent profits."

He also reports, "In addition to our regular line, at the convention, we are presenting an entirely new idea in counter games which allows two players to play each machine and which keeps the competitive idea right up on top, assuring the operators of the biggest profits."

"Orders already placed have astonished us," he continued, for all who have seen these new games have rushed us larger orders than we ever expected. We are working at top speed to reach the highest possible production by showtime," he concluded.

Philly Music Ops Look To Big Year In '47



RAY C. BERNHARDT

PHILADELPHIA, PA.—Ray C. Bernhardt, president of the Philadelphia music ops association, reports that everyone of the members look to 1947 for one of their biggest years, regardless of the fact that there is supposed to be a recession period under way.

He says, "Our operators know that working together as a strong and solid body we will progress forward during 1947 and achieve our goal of better profits."

Haddock Amplifies Phono Excise Tax Stand



JOHN HADDOCK

John Haddock, President of A.M.I., incorporated, is urging phonograph operators everywhere to push for the cancellation of the 10% Federal Excise Tax on phonographs.

Haddock says, "The new Congress

is in session ;the Republicans are in power and promising tax cuts; Washington dispatches reported that early action on the reduction of excise taxes was being urged to accelerate purchasing during the first half of 1947 and thereby minimize the effects of the recession which is being felt in some lines.

"It seems to me that automatic phonographs should be at the head of the list and could be put there if the industry and, particularly the operators, awaken to the situation.

"While the function of excise taxes is to raise money, most of the items on the list are luxuries. Music may be a luxury in the home but it isn't

to the operators of machines nor to the locations who depend in part on the revenue from juke boxes. Automatic phonographs are one of the few capital goods items on which there is an excise tax.

"There is nothing to indicate that automatic phonographs have been considered separately from home phonographs and radios. I think the door is wide open to getting some fairly fast action. The elimination of this excise tax would, of course, benefit the entire industry.

"For obvious reasons the operators can best accomplish this. I urge all operators to write or wire their Representatives in both the Senate and the House."

A NEW BOARD TREND..

**★ SENSATIONAL
★ DIFFERENT**

The spectacular dimensional picture featured with BAG THE LIMIT has a high souvenir value that entices all players! Order this magic attraction TODAY!

BAG THE LIMIT
1200 Jumbo holes... 5¢ per sale... Takes in\$60.00
Pays out 30.27
Average PROFIT \$29.73

Thick DIE-CUT Board

Write for free full color circular

SUPERIOR PRODUCTS INC. 14 N. PEORIA ST. CHICAGO 7, ILL.

PICTURE Easily REMOVED

FOR

Bally

PRODUCTS

NEW YORK
NEW JERSEY
and
ALL OF
NEW ENGLAND

IN

**TRI-STATE SALES CO.
PIONEER DIST. CO.**

(Home Office)
2715 SUMMIT AV., UNION CITY, N.J.
(Phone: UNion 5-2242)

585 TENTH AVE., NEW YORK CITY
(Phone: CHelsea 2-4648)

NOW DELIVERING

TRIPLE BELL 5c - 10c - 25c or Any Combination

DRAW BELL CONSOLE 5c and 25c PLAY

MIDG. RACER NEW FAST 5-BALL NOVELTY HIT

VICTORY SPECIAL • VICTORY DERBY

ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC.

Board of Directors

Vern L. Moore

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Managing Director

MAPE'S BETTER BUYS!

FACTORY CHECK LIST

Factory Checked

COIN UNITS

des. g Receptor... ☒ Chutes... ☒

SOUND SYSTEM

... ☒ Pickup... ☒ Volume Control... ☒

TERMS: 1 3 Deposit with order, balance C.O.D., F.O.B. Los Angeles or San Francisco

San Francisco: 284 Turk Street, Prospect 2700

Stockton: 21 N. Aurora St., Phone 7-7903

Los Angeles: 1701 W. Pico Blvd., DRexel 2341

CONSOLES — Refinished — Reconditioned

Keeney Super Bells, 5c, F.P., P.O.....	\$199.50	Keeney 4-Way, 5c, 5c, 25c, 25c	495.00
Keeney Super Bells, 10c, F.P., P.O.	225.00	Mills Three Bells, 5c, 10c, 25c	575.00
Keeney Super Bells, 25c, F.P., P.O.	225.00	Mills Four Bells, 5c, 5c, 5c, 25c (Or. H'ds)	325.00
Keeney Super Twin, 5c-5c, F.P., P.O.	375.00	Mills Four Bells, 5c, 5c, 5c, 25c (late H'ds)	495.00
Keeney Super Twin, 5c-25c, F.P., P.O.	375.00	Bally Club Bells, 5c, F.P., P.O.	149.50
Keeney Super Twin, 5c-10c, F.P.	375.00	Bally Hi-Hands, 5c, F.P., P.O.	139.50
Keeney 4-Way, 5c, 5c, 5c, 25c.....	450.00	Pace-Saratogas	75.00
Keeney 4-Way, 5c, 5c, 10c, 25c.....	450.00		

PHONOGRAPHS — Refinished — Reconditioned

Seeburg, 9800 ESRC	\$450.00	Wurlitzer 750M	550.00
Seeburg, 8800 ESRC	450.00	Wurlitzer, 42-500K	365.00
Seeburg, 8200 ESRC	450.00	Wurlitzer 42-600	395.00
Seeburg Concert Master ESRC	425.00	Wurlitzer 600	345.00
Seeburg Classic	395.00	Wurlitzer 616	225.00
Seeburg Colonel ESRC	450.00	Rock-Ola Commando	425.00
Seeburg Envoy ESRC	450.00	Rock-Ola '40 Master Rockolite	375.00
Wurlitzer 950	595.00	Seeburg 5c, 3 Wire Boxes	27.50
Wurlitzer 850	595.00	Seeburg 5c Remote Boxes	30.00

NEW WALL BOX REPLACEMENT COVERS

(FOR 20 SELECTION SEEBURG WIRELESS OR 3 WIRE BOXES)

Lightweight Aluminum; Brown or Gray Crackle Finish.

Guaranteed Perfect FitEach \$5.95

GENUINE FIBRE MAIN GEARS

For Seeburg and Wurlitzer

(Less Hub)\$3.95

Lots of 10—\$3.50 • Quantity Price \$3.00

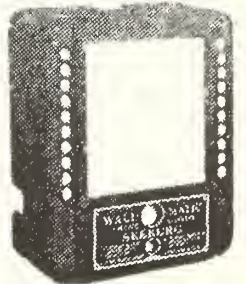
HEAVY DUTY CASTERS

Set of Four\$ 1.65

PLASTIC — 60 Gauge — Red

20" x 50" Sheets 10.00

Cut to Measure—2c per sq. in.



E. T. MAPE Distributing Co.

INCORPORATED

SAN FRANCISCO
STOCKTON
LOS ANGELES

our reputation is your guarantee!

All Merchandise **TRIPLE WARRANTED** by Pacific Coast's Largest Distributor of Coin Operated Equipment

Production Under Way While Show Goes On



IRVING KAYE



GEORGE PONSER

NEW YORK — George Ponser and Irving Kaye of Amusement Enterprises, Inc., this city, announce that, Production will be under way at our factory in Brooklyn of every machine we will display in Chicago while the show is on."

They also stated, "We will deliver equipment in rotation as orders are taken at the show and some of the pinmen who place orders with us will be pleasantly surprised to find equipment waiting for them on their return."

Both Kaye and Ponser reported that they have developed some of the most outstanding machines in their career as manufacturers and believe

that these products will open much territory for operators who are up against problems of this kind at this time.

A FEW SPECIALS!!

Suspenses	\$140.00
Big Leagues	140.00
Surf Queens	130.00
Fast Balls	135.00

New Orleans Novelty Co.

115 MAGAZINE ST., NEW ORLEANS 12, LA.
(PHONE: RA. 7904)

Louis Boasberg

SAYS:

ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game, and he will tell you that our games are the finest used games on the market. Before we sell any game, said game must be checked in the following ways.

1. It must be mechanically perfect with worn-out parts replaced by brand new factory parts.
2. The game must be cleaned, brightened and made as attractive-looking as possible with the finest materials obtainable.
3. The game must be percentaged perfectly to give the correct number of free plays to insure maximum player appeal.
4. The game must be thoroughly checked and rechecked before leaving our office. This insures the game's being ready to be played just as soon as it is placed on location.
5. Our games are packed properly by experts.

NEW ORLEANS NOVELTY COMPANY

115 MAGAZINE STREET
NEW ORLEANS 12, LA.

(Phone: RA 7904)

New York State Operators
You
Are Cordially Invited
by

REX

COIN MACHINE DISTRIB. CORP.

1226-1230 BROADWAY, ALBANY, N. Y.

821-829 SO. SALINA ST., SYRACUSE, N. Y.

1441 MAIN STREET, BUFFALO, N. Y.

to
Attend
the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6



The home of
PHONOGRAPH
THAT Sells
MUSIC



ROCK-OLA

Manufacturing Corporation

800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

MFERS WILL TRY TO STOP BOOTLEGGING

Many Will Call Meetings of Their Distribs at Show & Advise Bootlegging Must Stop. Some Plan Immediate Dismissal of Any Distrib Caught Shipping Out of His Area. Other Mfrs. Arranging for Check Up System on Deliveries and Production.

NEW YORK — Since the first open published announcement of the bootlegging now rampant thruout the country, many manufacturers have contacted *The Cash Box* to advise that they have already been in touch with the situation and have received various letters and other documents which have caused them much concern.

These manufacturers also advise *The Cash Box* that they are planning to do something about the present bootlegger's rampage and do something both stern and drastic.

Some of their plans call for meet-

ings with their distribs at the convention wherein they will "lay the law down" regarding shipments out of designated and franchised territories.

In addition, some of the manufacturers also plan a system which will result in a most complete check up on their deliveries and production with receipt of shipments and other data instantly registered for the information of all their distributors so that there will be little or no inclination on the part of anyone of their dealers to ship equipment outside of their present areas.

Not only has there been great loss on the part of some of the factory's distribs because of bootlegging operations, but there has also been much equipment hurt on the sales market with manufacturers losing prestige because of the acts of certain distributors. They feel that, tho the distrib might not realize these factors, he must be brought to an immediate halt.

As one manufacturer stated, "We will not tolerate any bootlegging of our equipment. Anyone of our distributors found doing so will be immediately dismissed from handling any of our equipment."

Leads Cleveland Phono Ops To Big Show



JACK COHEN

CLEVELAND, O.—Jack Cohen, president of the phono operators association of this city, is leading one of the largest delegations of coinmen to the big show in Chicago, it is reported.

Cohen is well known thruout the trade for his great efforts in behalf of the automatic music industry. He looks forward to meeting with many association leaders from all over the country at the show and, it is reported, he has many plans which will prove of tremendous interest to the phono trade.

At the same time, as Solotone distributor, Cohen's firm is planning to enlarge on the display of the California factory by arranging for a unique set up in the large suite which his men will have while at the convention.

To Meet Juke Box Leaders In Chi



JAY BULLOCK

LOS ANGELES, CAL.—Jay Bullock, managing director of the Southern California Music Operators Assn., will have the opportunity of meeting with many of the nation's juke box leaders at the convention, it is reported, and will probably obtain some of the new plans which have come into being in the past years.

Bullock is reported to be working very hard at this time to consolidate everyone of the operators in Southern California into one of the strongest phono associations in the country. He has presented many fine plans, it is stated, and will now be able to go over some of these with other juke box leaders at this 14th annual convention.

Bullock will come along on the special train from Los Angeles which is expected to bring one of the largest delegations of coinmen to the convention.

Tax Pinball \$25 Yearly

POTTSTOWN, PA.—The new license ordinance went into effect here with a yearly license fee for all pinball games placed at \$25.

TWO NEW QUALITY FILMS



FOR PANORAM or SOLOVUE

Series 23
"TOPS IN
BURLESQUE"
featuring
BETTY
ROWLAND"

Series 24
"SCINTILLATING
SIRENS"
featuring
AMALIA
AGUILAR

Ten Other Headline Acts

6 SOUND SUBJECTS \$36.

Convention Booth No. 203

QUALITY PICTURES CO.

5634 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIFORNIA



WESTERN STATES DISTRIBUTING COMPANY

DAN KING III, President

275 NEW PACE BELLS IN STOCK

Ready to ship TODAY!

HOLD YOUR LOCATIONS . . . WIRE, WRITE, PHONE

Give them the New Pace Chrome Bells they deserve.

Contact WESTERN STATES right now.

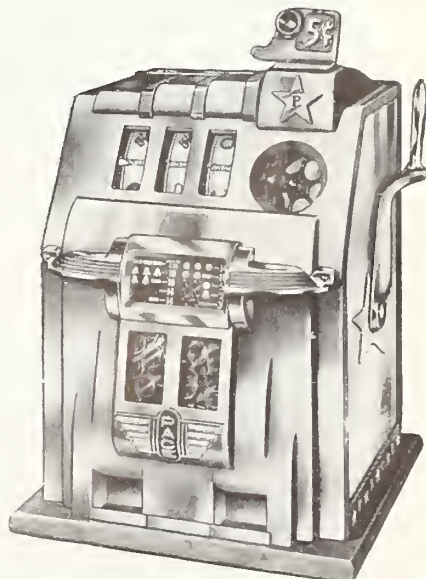
Pace Bells shipped day order received.

All brand new . . . all guaranteed 100%.

\$1.00 - 50c - 25c - 10c - 5c

Exclusive distributor: Calif., Wash., Ore., Idaho,
Utah, Nev., Ariz., Wyo., Colo., N. Mex., Texas

63 PAGE ST., SAN FRANCISCO 2, CALIF. Phone: Market 1819



Music Operators of GEORGIA

O. J. MULLINIX

Invites You
To Attend the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6



The home of
PHONOGRAPH
THAT Sells
MUSIC

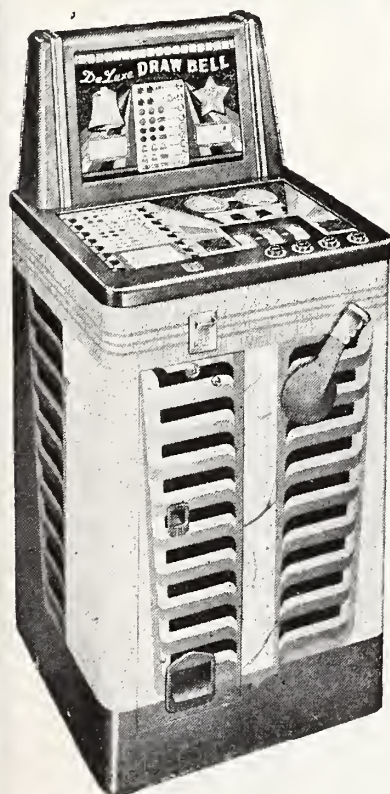
ROCK-OLA

Manufacturing Corporation

800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Bally DeLuxe DRAW BELL



midget racer

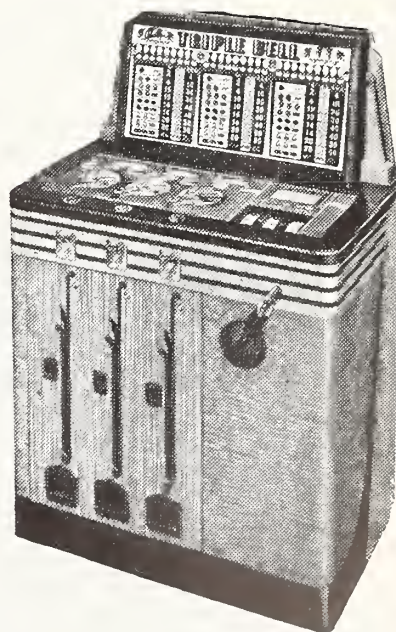
NEW FAST 5-BALL NOVELTY HIT



BALLY

TRIPLE BELL

TRIPLE PLAY — TRIPLE PROFIT



Mullinix Amusement Co.

302 WEST VICTORY DRIVE, SAVANNAH, GA. ★ 233 TRINITY AVENUE, S.W., ATLANTA, GA.

Distributors for leading manufacturers of coin operated Music and Amusement Machines

ROCK-OLA • Bally

N. Y. Assn Attorney Writes Appreciation Letter



SIDNEY H. LEVINE

NEW YORK — The following letter was received from Sidney H. Levine, attorney for the Automatic Music Operators Assn. of this city. Levine has been their attorney for many years. This letter was sent to *The Cash Box* this past week.

"For many years I have been reading coin machine publications and I have always noted that they take up the cause of the distributors and the manufacturers and always discuss the value of various products for the distributors and the manufacturers, without regard to the operators.

"When *The Cash Box* was first brought to my attention — I was somewhat skeptical of it — as a publication. I expected to read the same sort of editorial which I had been reading in these other publications. Therefore, even tho I read *The Cash Box*, and noted how well it under-

stood the operators' problems — I still remained a skeptic.

"Today, I am a firm and faithful follower of *The Cash Box*. This is the one and only magazine in the history of the coin machine industry which has come forth with facts, truth and a fighting fearlessness for the operators. It is the one and only magazine which has clearly, concisely, truthfully, fearlessly and factually presented the case of the operators. It has brought the problems of the operators out into the open. It is the one magazine which has made the operators — THINK. It is making them think more and more — and OPENLY — about their problems — and the operators, THEMSELVES, are now bringing their problems into the open and, in almost every case, they are mentioning *The Cash Box* — as THEIR magazine.

"I want to go on record here and now to tell you people at *The Cash Box* how much I have appreciated your articles and how interesting they have been to me. I am frank to state that these problems have been brought into such clear perspective that anyone I know would immediately understand them. This is a tremendous and marvelous thing for the trade. It is one of the most outstanding things which has happened to this industry. For the very FIRST time — the operators now have a champion — a REAL MAGAZINE — a MEDIUM they can call THEIR

OWN — and KNOW THAT THIS MAGAZINE — *THE CASH BOX* WILL BE IN THERE FIGHTING FOR THEM EVERY SINGLE SECOND OF THE DAY.

"From my many years of experience as attorney for the New York operators' music association, I can safely state that the operators have had a great many problems to overcome and always have had to take care of these themselves. Since *The Cash Box* came into being — all of us — and all executives of associations everywhere in this nation — have rested much easier — for *The Cash Box* has brought out the problems of the operators much, much better than we, at our meetings, have been able to do.

"I can only state here and now that it is worth the time, effort, energy and money for every operator in the country to subscribe and read every page of *The Cash Box*. This is really the operators' magazine. This is the kind of magazine I had always hoped for.

"Sure it's great to back advertisers — like distributors and jobbers — but, what would these people do without operators — their customers. Therefore, any magazine which doesn't recognize this fact is simply kidding itself. And since *The Cash Box* has come to the front, we, of the operators music associations everywhere in the country, know that now we, at last, have a REAL FRIEND."

**Music Operators...You Are Cordially Invited
by**

BILL DOYLE & COMPANY
330 BOND AVENUE, GRAND RAPIDS 2, MICH.

to attend the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6



The home of
PHONOGRAPH
THAT Sells
MUSIC

ROCK-OLA

Manufacturing Corporation

800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago



JACK GUTSHALL

**GOOD TIMES —
BIG BUSINESS —
and
PROSPERITY
ARE JUST AROUND THE CORNER**

Remember... **THAT IT'S
PACKARD ALL THE WAY**

**HOLD YOUR LOCATIONS WITH THE FINEST
MUSIC EQUIPMENT IN THE WORLD.**

We Carry A FULL AND COMPLETE LINE of
PACKARD **BOXES—SPEAKERS—30WIRE CABLE
AND ACCESSORIES**

**WE ARE THE WORLD'S LARGEST DISTRIBUTORS OF
THE WORLD'S BEST INDEPENDENT RECORDS**

**While Attending The Convention In Chicago
DROP AROUND AND PAY US A VISIT AT**

BOOTH 202 — SHERMAN HOTEL

JACK GUTSHALL DISTRIBUTING CO.

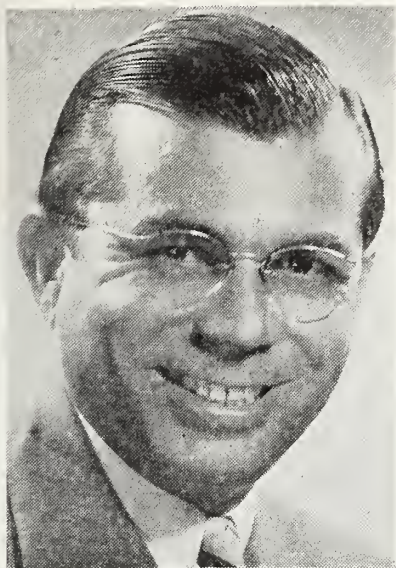
**1870 W. WASHINGTON BLVD.
LOS ANGELES 7, CALIF.**

**640 - 16th STREET
SAN DIEGO, CALIF.**

The World's Largest Distributor of Independent Records

Big Crowd Attends Active's Official Opening

Joe Ash Shows Philly's Coinmen Beautiful, Modern Offices and Showrooms in Impressive Building and Completely Air Conditioned



JOE ASH

PHILADELPHIA, PA.—Joe Ash of Active Amusement Machines Co., this city, opened his new building at 666 No. Broad Street officially to the cointrade this past Sunday (January 19) and won tremendous commendation for one of the most beautiful and modern coin machine buildings in the country.

Completely modern thruout and extremely beautiful in decor with hidden neon cove lighting effects and ultra-modern showroom display arrangements with large private offices, conference rooms, lounges, repair and parts departments as well as one of the largest storage spaces in the trade and, in addition, the complete building air conditioned, the coinmen from all over the east, as well as the manufacturers who were present, marveled at this gorgeous new building.

This official opening was one of the most lavish ever presented. The huge crowds far exceeded anything the firm had imagined would attend. Dinners, entertainment and refreshments were arranged for a crowd of approximately 500

The complete opening can be summed up in the words of Nate and Sol Gottlieb of D. Gottlieb & Co., Chicago, who were present when they stated, "This is the most impressively beautiful building I've yet seen in the coin machine industry."

14 FOOT BANK BALL BOWLING MACHINES NEARLY NEW

This machine is a proven money-maker.

Guaranteed like new.

Write, Wire or Call.

\$375⁰⁰

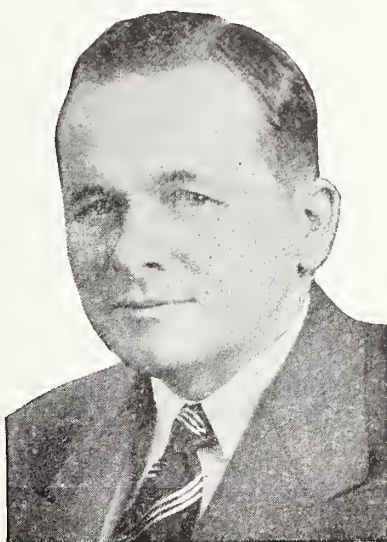
F.O.B. CLEVELAND

1/3 Deposit, Balance C.O.D.

NICKEL AMUSEMENT COMPANY, Inc.

1648 ST. CLAIR AVENUE (Phone: SU. 0730) CLEVELAND 14, OHIO

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You Are Cordially Invited
To Visit The

**PACKARD
PLA-MOR**

EXHIBIT AT THE
SHERMAN HOTEL
IN CHICAGO

For Your Future Security
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PACKARD ALL THE WAY

W. E. SIMMONS

Western Regional Sales Manager

1025 N. HIGHLAND AVENUE, HOLLYWOOD, CALIF.

See Us at

BOOTH 94

GIL KITT

RALPH SHEFFIELD

HOTEL SHERMAN

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE • PHONE: HUMBOLDT 6288-9 • CHICAGO 47, ILLINOIS



lies Pace Bell Order to Nevada Senator

SAN FRANCISCO, CAL.—Dan King III, exclusive distributor for the Pace Manufacturing Co. in the eleven western States, returned from a flying tour of these states in time to make a hurried trip to Carson City, Nevada in his twin-motored airplane to deliver 14 Pace Bells to Senator Johnson.



Senator Johnson, state Senator of Nevada, with the purchase of these

ATTENTION! NEBRASKA and IOWA OPERATORS Meet HYMIE ZORINSKY at the SHERMAN HOTEL

We Represent All The Leading Manufacturers

H. Z. VENDING & SALES CO.
1205-07 DOUGLAS ST. OMAHA 2, NEBR.

14 machines is now a 100% Pace user in all of his casinos. Some of his most popular clubs are the Senator Club, Hunter's Lodge, and the Esquire Club.

King's twin-motored, five-place plane is a beauty with its specially designed and copyrighted green and silver paint job. The interior is luxuriously upholstered in green and rose silk.

The world famous Harold's Club of Reno, Nevada has just ordered 100 more Pace Bells from Dan King III, for their spectacular club, which has an attendance of over 5,000 daily. It's quite a sight to see the hordes of people standing in line in Harold's Club and awaiting their turn to play the machines.

**Music Operators...You Are Cordially Invited
by**

M. C. SEALE and F. M. MITCHELL

SOUTHERN MUSIC SALES CO., INC.
727 POYDRAS ST., NEW ORLEANS, LA.

To Attend the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6

The home of
PHONOGRAPH
THAT Sells
MUSIC

ROCK-OLA

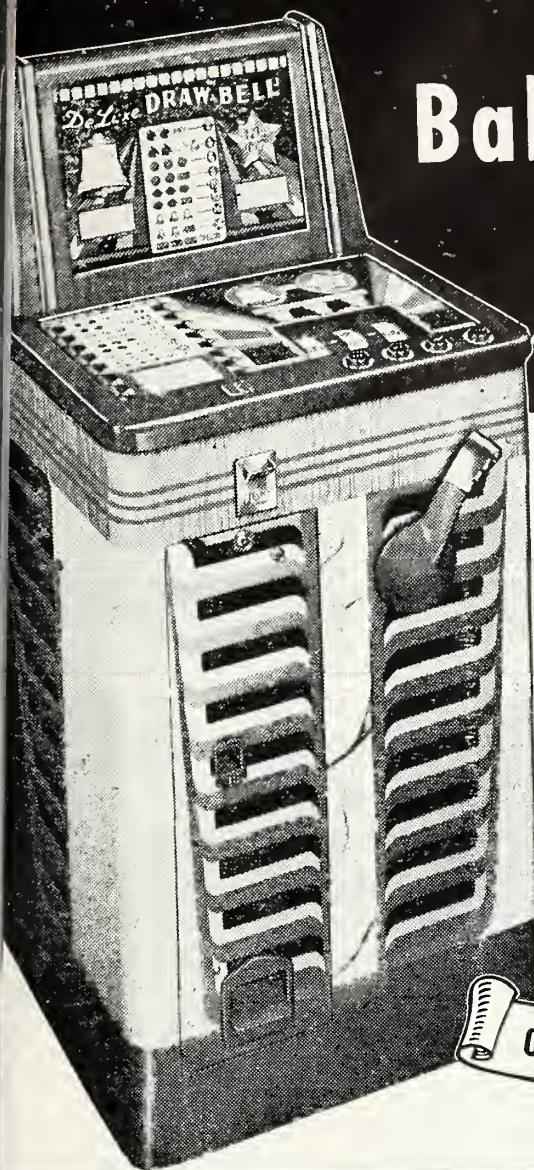
Manufacturing Corporation

800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Profits hit new all-time high with

Bally's DeLuxe DRAW BELL



Now . . . all the bell-fruit flash and spinning-reel action of DRAW BELL . . . plus the 1000 Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious DE LUXE DRAW BELL. Equip your locations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. Specify nickel or quarter play.

CONVERTIBLE: AUTOMATIC OR REPLAY

We Invite You

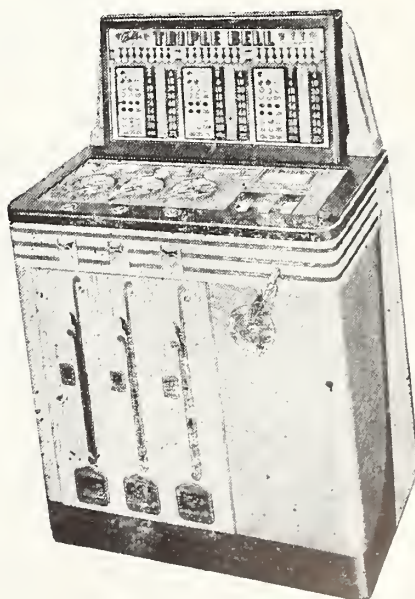
While you are in Chicago, make the most of your valuable time by paying us a visit.

Perhaps you may want to expand your operation, or add new equipment, or start a new operation. Whatever your plans, make your needs known to us.

At COVEN'S COIN CORNER you have a wide choice of profitable equipment to choose from.

Get in touch with us at the BALLY Booths, Hotel Sherman, or better still, we invite you to visit our modern showrooms where you may bring your friends and discuss things in comfort while enjoying the fine hospitality of our entire organization.

BALLY TRIPLE BELL



Coven DISTRIBUTING CO.

3181 ELSTON AVENUE

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PHONE: INDEPENDENCE 2210

Exclusive Bally Distributor
in Indiana, Wisconsin and
Northern Illinois

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IN

'47

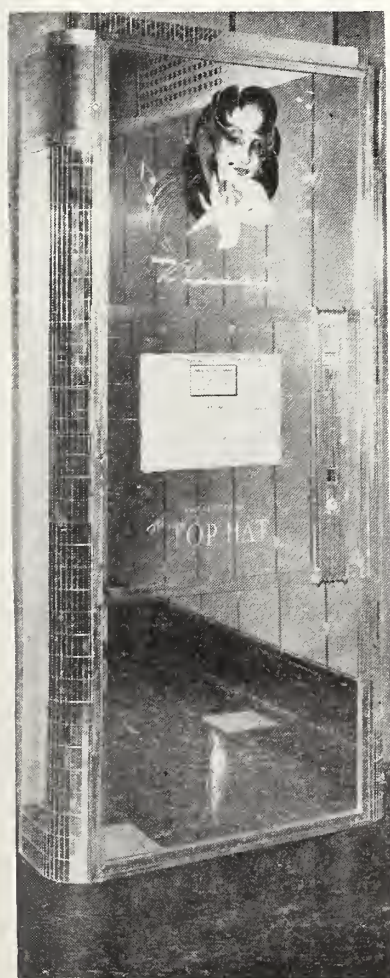
R & S SALES COMPANY

3rd & BUTLER ST.
MARIETTA, OHIO

315 W. BROAD STREET
RICHMOND, VA.



**Pantages Presents '47
Hollywood Mirror Cabs
for Phonos**



LOS ANGELES, CAL.—The Pantages Maestro Co., this city, presents their new '47 Hollywood Mirror Cabinet to

Attention! NEBRASKA and IOWA Operators

meet

HYMIE ZORINSKY

at

ROCK-OLA OPEN HOUSE

A Royal Welcome Awaits You

H. Z. VENDING & SALES CO.

1205-07 DOUGLAS ST.

OMAHA 2, NEBR.

the trade at this convention. The photo shown on this page was taken at the famed Melody Lane Cafe in this city where the original mirror phono was located and is still in operation. This location has been visited by music coinmen from all over the country to look over this installation.

The firm have built a large number of these mirror cabinets for installation by wired music operators all along the Pacific Coast. These have been found to help increase the collections. In addition, they have added tremendously to helping decorate the locations themselves and have, therefore, won the support and following of location owners.

The Pantages Maestro Co. report that, after five years of effort, they have now developed a new all mirrored phono cabinet of unusual beauty and utility that will fit into any location and can be adopted to all types of phono use. "In addition," they state, "to supplying these cabinets with the 1947 Maestro Wired Music Systems we will sell these separately to both wired music and mechanical phono operators who wish to modernize their present equipment."

The firm entitle their story to the trade, "Mirrored phonographs are a true reflection of coin machine progress."

Chrome Cabinet Assemblies

Custom Built!

**Better Built by Buckley—
YOUR GUARANTEE!**

- ✓ COMPLETE NEW PRECISION-BUILT LIGHT WOOD CABINETS EXPERTLY FINISHED WITH PERFECT FIT NEW ALUMINUM CASTINGS.
- ✓ CLUB HANDLE AND HANDLE COLLAR CHROME PLATED.
- ✓ HEAVY BRASS CHROME PLATED ETCHED REWARD PLATES, 2/5 OR 3/5.
- ✓ 5c-10c-25c CHROME DENOMINATOR COIN INTAKE.
- ✓ PAYOUT CUPS WITH ANTI-SPOON CUP.
- ✓ DRILLPROOF PLATES.

YOUR CHOICE — Cherry or Diamond Ornaments

GENUINE CHROME (PERFECTLY PLATED)

SURF BLUE WRINKLE



CHOCOLATE WRINKLE

TAN WRINKLE

GREEN WRINKLE

GOLD WRINKLE

COPPER WRINKLE

★  WATLING 5c ROLATOPS
Rebuilt and Refinished
Look and Operate Like New, \$95.00  ★

Write for Complete List of Replacement Parts

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General Agents for the Straits Settlements and F.M.S.

ALL INFORMATION

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THE STRAITS TIMES

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Is of Experience With 5¢ and 10¢ Play

Extends Invitation



MANUEL EHRENFELD

AIC, N. J.—Manuel Ehrenfeld of Music Service, this city, who has been in the music operating business for 25 years, wrote the following letter to The Cash Box this past week which is a new angle to light with his experiences in 5¢ and 10¢ play.

For months now I have been reading in The Cash Box giving the proportion on nickel and ten cent play for jukeboxes.

The lack of cooperation between operators is a known fact, but, when manufacturers cannot get together for their benefits, how can one expect the operators to do so?

If one manufacturer advocates 10¢ play, another manufacturer advocates 5¢. The business is dependent upon the nickel bobby-sox trade.

As regards to the 10¢ play, we have been using it since last May, and find our collections stayed within 5% of what they were prior to May. This to me is proof of the benefits of 10¢ play.

Another manufacturer insists upon a 5¢ play maintaining that, as their models will not be put out more than once in two years, machines are amortized in that time.

This may be true of perhaps 10% of a man's operation, but is definitely not of a full operation. This manufacturer also maintains that the bobby-sox trade will not put in more than 5¢ for a jukebox. As an operator, I can tell you that 95% of the locations in the State of New Jersey are not where there are jukeboxes, but in taverns where music is absolutely necessary.

After having spent twenty-five years in this business, I would like to give my opinion, in my opinion, is the one and only answer. It is a known fact that

where we have strictly a wall box installation in conjunction with a hideaway, obsolescence becomes a negligible factor. Inasmuch as the machine is concealed and you receive increased play on such an installation, obsolescence is not a factor, and these locations definitely can be operated for a nickel.

"It is when new machines are put on the floor and locations insist upon a new model each time one is produced that keeps the operator broke. If all floor machines came through with a 10¢ slide, 3 for 25¢, I believe that operating wall box jobs for a nickel and floor jobs for a dime would prove profitable.

Of course this may not be a satisfactory solution from a manufacturers' viewpoint—limiting the field for floor machines—as it would cut the sales of these instruments. It is, nevertheless, the only way the operator can keep from going broke.

"I wish to take this opportunity to congratulate you on the wonderful job you have done during 1946, and am confident you will continue to do the same in 1947."

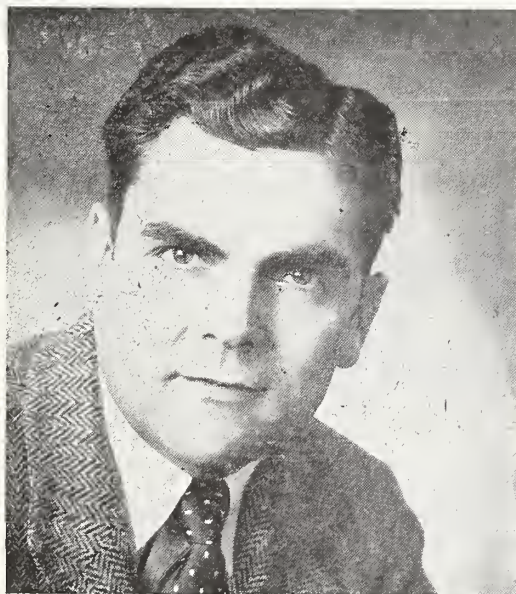


BEN COVEN

CHICAGO—Ben Coven of Coven Distributing Co., this city, extends an invitation to all coinmen to visit with his firm at their offices, 3181 Elston Ave.

Coven believes that many of the coinmen will want to see how his firm operates and that they will also be interested in seeing the complete display of Bally products which he features.

WESTERN MUSIC OPERATORS AND DISTRIBUTORS



ED WISLER—WESTERN SALES MANAGER for AIREON MANUFACTURING CORP.
1025 N. HIGHLAND AVENUE, HOLLYWOOD, CALIF.

I Am Looking Forward to
Seeing You at the

Aireon

EXHIBIT

During the Chicago
CONVENTION

We Have a Surprise For You.
SECURE YOUR FUTURE —
FROM NOW ON IT'S

Aireon

THE SOUTHERN CALIFORNIA AUTOMATIC MUSIC OPERATORS ASSOCIATION

Pledges its untiring efforts to further the best interests of Southern California Music Operators — and will leave nothing undone to keep you in business and help you prosper.

JOIN TODAY — IT WILL PAY DIVIDENDS TOMORROW

BOARD OF DIRECTORS

G. M. Araj, Pres.
A. J. Huntsman, Vice-Pres.
E. Jay Bullock, Sec., Treas.
H. G. Sherry
K. L. Spalding
Jack Ley
W. Layman Lee

E. JAY BULLOCK
Managing Director

Communications from other
Associations are invited to
1811 W. PICO BLVD.
LOS ANGELES, CALIF.

**Music Operators... You Are Cordially Invited
by**

SOUTHERN MUSIC CORP.

218 East Parrish St.
DURHAM, N. C.

822 West Morehead
CHARLOTTE, N. C.

to attend the

OPEN HOUSE AT.

ROCK-OLA

FEB.

3-4-5-6



The home of
PHONOGRAPH
THAT Sells
MUSIC

ROCK-OLA

Manufacturing Corporation

800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Showing Clicks



HIRSH DE LA VIEZ

WASHINGTON, D. C.—Hirsh de LaViez of the Hirsh Coin Machine Co., this city, held a special showing of all Packard music equipment, including the new Packard Pla-Mor phono this past week (Jan. 19) and reports that the showing attracted one of the very largest crowds in the history of this city.

In addition to the many operators and jobbers who were present from this city as well as surrounding territory, Homer E. Capehart, Chairman of the Board of Packard Mfg. Corp., Indianapolis, Ind., also attended.

Many of the ops present also made arrangements to be on the "Coin Machine Special" train of the Pennsylvania Railroad which Hirsh Coin Machine Co. are sponsoring and which will leave from this city for the convention in Chicago on February 2.

"We expect to have a crowd almost as big as the one that came to our showing here of the new Packard line", Hirsh de LaViez reported.

Marvel's

POP-UP

THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

1¢ PLAY

(5¢ Play if Desired)

**A REAL
MONEY
MAKER**



PRICE

\$49.50

F.O.B. Factory

**FULLY METERED
— NO COIN
COUNTING
NECESSARY**

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

POP-UP WILL TRIPLE YOUR PROFIT!

POP-UP is sturdily built — Natural wood cabinet with polished chrome-nickel fittings. Highly finished rust-proof parts. Precision built scoring unit and fool-proof mechanism. POP-UP is indestructible. Height 18", Width 12", Depth 8". Get POP-UP in all your locations for those 'soaring' profits.

VISIT US AT BOOTH 93—HOTEL SHERMAN

MARVEL

MANUFACTURING CO.

2847 FULLERTON AVE. EVERGLADE 0230 CHICAGO, 47



HARRY JACOBS, Jr.



HARRY JACOBS, Sr.

"Wisconsin's Leading Distributors"

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD (Spring 8446-8447) MILWAUKEE 14, WIS.

*... lead the way to the most outstanding profit
era in the history of the State of Wisconsin.
Tie in with "United" today to assure yourself
the greatest prosperity!*

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PERSONAL MUSIC CORP.

(Measured Music)

FILBEN '47

(30-Record Phonograph)

DAVAL PRODUCTS CORP.

(Counter Games)

UNITED MFG. CO.

(Pin Games)

H. C. EVANS & COMPANY

(Consoles)

MARVEL MFG. CO.

(Counter Games)

All from the firm you'll like to deal with

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD (Spring 8446-8447) MILWAUKEE 14, WIS.

AMI



MODEL "A"

40 SELECTION PHONO

AUTOMATIC HOSTESS

**THE GREATEST MONEY-MAKING
AUTOMATIC MUSIC EQUIPMENT
EVER BUILT**



PERSONAL MUSIC SYSTEMS

EACH UNIT IS A SEPARATE MONEY-MAKER
Measured Music IS LOW IN COST AND EASILY
INSTALLED MAINTENANCE AND SERVICING IS
SIMPLE AND ECONOMICAL.

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WRITE — WIRE — PHONE

SOUTHWEST

AMUSEMENT COMPANY

2916-18 MAIN ST.

DALLAS, TEXAS

(Phone: Riverside 5141)

Music Operators...You Are Cordially Invited
by
CONSOLIDATED DISTRIBUTING CO.
 1810 GRAND AVENUE
 KANSAS CITY 8, MO.
 to attend the

OPEN HOUSE AT

ROCK-OLA

FEB.

3-4-5-6

The home of
PHONOGRAPH
THAT Sells
MUSIC

ROCK-OLA

Manufacturing Corporation
 800 N. KEDZIE AVE., CHICAGO 51

Also the Rock-Ola Showing at the Morrison Hotel, Chicago

Good Year For Music



GEORGE A. MILLER

OAKLAND, CAL.—George A. Miller, managing director of the California Music Operators Association, this city, reports that all members of his organization look forward to a "good year for music."

Miller has helped the music ops here to arrange for a better commission basis and this, in addition to the many other plans which the organization has, he believes, will prove of great value in helping to bring about a "good year for music".

Miller will attend the convention in Chicago with a large delegation of music operators from his area and is looking forward to meeting with other music leaders.

VISIT BOOTH 188
AT THE SHERMAN



THE UNIVERSAL SERVICE KIT has the manufacturer's guarantee to contain the following parts:

Switch Blades, Light; Switch Blades, Medium; Switch Blades, Med. Heavy; Switch Blades, Heavy; Assorted Silver Points (ten types); Assorted Fibre Lifters; Fibre Separators; Blades Extension; Assorted Rivets,

Price
Complete
\$7.50

Metal Mounting Brackets (adjustable); Screws for Mounting Brackets; Carbon Rings; Carbon Contacts; Carbon Wire Holders; Floating Pins; Insulating Paper; Contact Adjuster; Pigtail Wire.

WRITE FOR OUR LATEST 1947 CATALOGUE NOW READY

DAN GOULD ENTERPRISES

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THE UNIVERSITY OF CHICAGO
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Aireon

IN

'47

AMERICAN DISTRIBUTING CO., Inc.

2034 COMMERCE STREET

DALLAS, TEXAS

Leads Delegation from Mills Sales



A. H. (ART) BOUTERIOUS

AKLAND, CAL.—A. H. (Art) Bouterious, general manager of Mills Sales Company, Ltd., whose headquarters are in this city, will head one of the largest delegations attending the CMI convention in Chicago from any one firm in the country.

Not only will the managers of the firm's offices in Portland, Ore. and Los Angeles, Cal. be present, but many of the firm's executives from their headquarters here will also attend.

Warren A. Taylor, General Salesman for the firm, is of the belief that the firm's sales staff will find the convention inspiring as well as very informative and that the men will return with greater confidence in their work during the rest of the year.

The firm will pay special attention to the displays of Mills Industries, Inc. and International Mutoscope Corp. whose merchandise they represent.

"SHOOTING STARS"



ON DISPLAY
at the
MORRISON
HOTEL

FEBRUARY
3 - 4 - 5 - 6

A GAME
THAT IS
DIFFERENT

Write for DESCRIPTIVE CIRCULAR
if You Can't Come to the Show.

P & S MACHINE CO.

3017-19 N. SHEFFIELD AVENUE

CHICAGO 14, ILLINOIS

Advocates More Per Play And More Play Per Phono



M. G. (MIKE) HAMMERGREN

"Disagreement regarding 'three for c—one for 10c' phonograph play," says M. G. Hammergren, The Rudolph Wurlitzer Company's Vice-President and Director of Sales, "falls to two major categories—those who advocate more pay per play, and those who talk more play per phonograph. Certainly no one denies the urgent need of increasing operator income by one method or the other, under today's conditions.

"Wurlitzer has had the courage and foresight to take bold action in both of the solutions suggested," Hammergren's statement continues. "Just about a year ago, we launched the Wurlitzer national consumer advertising program, the only concerted drive ever attempted in this business to sell the American public on the

fun, relaxation and entertainment value of juke box music. Further, we started exhaustive tests many months ago to determine income results possible through quarter-dime play.

"Those results," says Hammergren, "have proved conclusively that the

new basis of play returns more money to the operator. We would never have been foolish enough to recommend it if it had been only an idle hope or unproved theory.

"Time and again people have re-
Continued on Page 136

ULTRAVOX WIRED PROGRAM REPRODUCER

Complete wired music location equipment for doctor's and dentist's offices, reception rooms, etc.

\$49⁵⁰

Consists of wall cabinet, containing 12" speaker and a high quality full 10 Watt amplifier with volume control and switch — all in a single unit. Can be installed in a few minutes.

IMMEDIATE DELIVERY!

Terms: 1/3 Deposit, Balance C.O.D.

High quality full 30 Watt amplifier for factories, restaurants, etc. **\$75**
Will take care of ten to twelve 12" speakers

ALLIED ELECTRONICS COMPANY, Inc.
50 DEAN ST. (Phone: MAin 5-1947) BROOKLYN 2, N. Y.

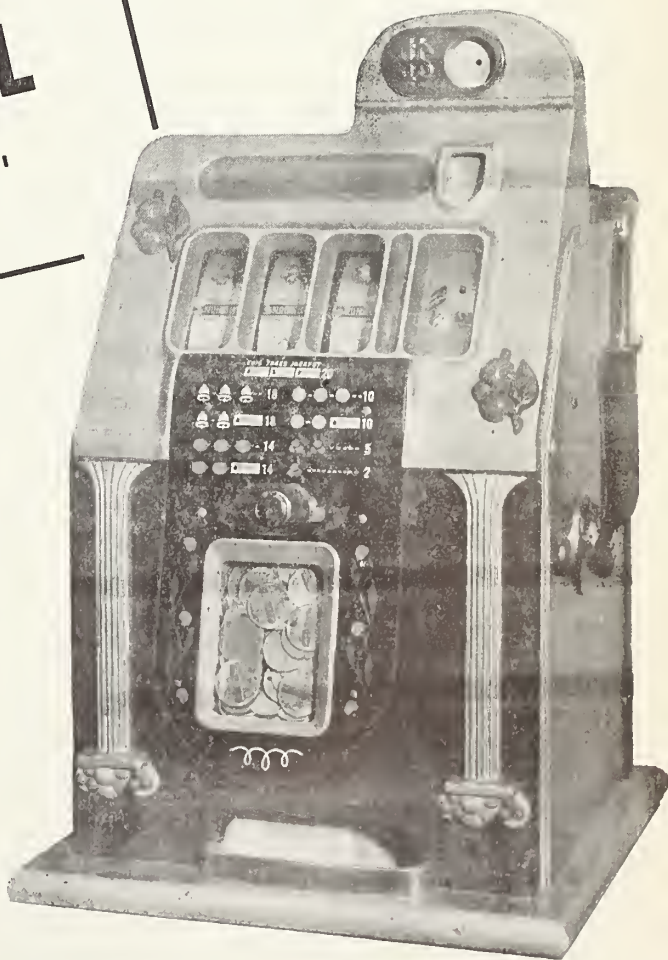
A Great New Bell Is Born
MILLS
DOLLAR BELL
with the Exclusive Giant Size,
Hand Load Jackpot

Immediate Delivery
Available in Black Cherry and
Golden Falls Models
2/5 or 3/5 Pay Schedules

Manufactured and Distributed by
MILLS SALES CO., LTD.

1640 18th STREET, OAKLAND
600 S.E. STARK, PORTLAND
2827 W. PICO BLVD., LOS ANGELES

See MILLS SALES COMPANY, Ltd. Representatives At The Coin Machine Show



Aireon

IN

'47

GREENE DISTRIBUTING CO.

26 BRIGHTON AVENUE
BOSTON 34, MASS.

More Per Play

(Continued from Page 135)

marked, 'Your Wurlitzer advertising program benefits all juke box play—not just on Wurlitzer phonographs,' states Hammergren. "That is true. We know that our ads in national magazines and on coast-to-coast bill posters have contributed substantially to juke box play regardless of make or model. Soon to come is another powerful Wurlitzer campaign aimed at boosting play right at the point-of-purchase, in the locations themselves.

"Let's consider this objective of getting more play per phonograph, assuming that proper record selection, maintenance of equipment, efficient service, and such accepted musts of operating are well executed, what can the operator do to further attract more money into his cash box? The obvious answer is: by merchandising his music to the public—by selling the advantages and benefits of phonograph music to the people who can enjoy it, young and old, rich and poor, the millions to who music is virtually a necessity of life.

"That is exactly what our Wurlitzer national advertising program is doing," declares Hammergren. "We are not selling phonographs themselves or merchandise as such in those ads. But we are selling what the operator delivers to the public. Call it music. Call it fun. Call it a plain, old-fashioned good time. What it adds up to for the operator, is more play per phonograph.

"Our contention, however, is that

"The Douglas Automatic Shoeshiner"

- DEFENDABLE
- ECONOMICAL
- SAFE

This new automatic shoeshiner is very simple in construction and operation. It is built with the view of the least amount of trouble calls to the operator. It will give the public a satisfactory shine for 10c in one minute with the minimum effort and motion. There is no other machine like this outstanding automatic shoeshiner. A truly great money-maker for the operator.



- WRITE IMMEDIATELY FOR DETAILS

Distributed by
PARENT DISTRIB. CO.
600 - 16th STREET
OAKLAND, CALIF.
(Phone: GLencourt 1174)

Manufactured by
**ATLAS-PACIFIC
ENG. CO., Inc.**
67th and HOLLIS STS.
EMERYVILLE, CALIF.

more phonograph play is not the only answer to the grave problem of meeting today's high operating costs. It comes down to this fundamental of any business: If you can't make a profit at your present price, raise the price. All the good will considerations in the world can't change the arithmetic of phonograph operating expenses under current conditions."

Hammergren concluded his statement supporting quarter-dime play with this observation: "There is a feeling in some quarters that differences of opinion voiced by leaders of our industry provoke disunity and unrest. I do not agree. Discussion of the means of reaching a mutual objective is always beneficial to those whose interests are at stake."

PROFESSIONAL OPS PLUNGE AHEAD AS "JOHNNY-COME- LATELY" HOLLERS HELP

**Experience, Efficiency and "Know-How" Keeps
Pros On Top. "Guts, Work and Brains Again Begin
to Really Count Now," Pros Confidently State.**

NEW YORK—In a quick, national, telephone survey among the old-timer, professional ops, made this past week by *The Cash Box*, the following statements came forth, "Well, at last 'Johnny-Come-Lately' is hollering for help."

Some of these old-timers quietly and confidentially stated, "There's no depression to a man in this business who has been in it long enough to know what it's all about."

One of these men said, "Some of these newcomers, who have been in the business for the past few years or so, may have something to holler about. But, we have been in it long enough to know what really counts is a complete understanding of the business as well as thoro efficiency, damn hard work and plenty of guts. And," he continued, "you'll find that

the old-timers in this game have the guts and aren't afraid to get their hands dirty and know what efficiency of operation really means."

Another one of these old-time pros said, "If some of these young guys would have learned the hard way — grubbing for pennies in the salt of the old peanut machines — then he'd know what hard work was and he'd also know that there aren't any bad times in this business. I can remember," he continued, "when we were getting only \$3 per week, our end, from phonographs and a lot less from other equipment. But," he laughingly stated, "we fought our way thru and we didn't holler for 'help.' We made it. And we're doing the same kind of hard work just as efficiently as we ever did and meeting conditions as they come and, believe me, it's a

helluva lot of fun winning out — in the right way."

One old timer went further than that. He stated, "Some of these guys came into the business when all they saw were collections which made them more per week on each game they had than what they were used to earn in a month. They just got accustomed to taking too much money out of their cash boxes. Now, they're back to normal, and they're hollering bloody murder. Hell, if they knew what it was to operate 20 or 25 years ago — they'd think they were in heaven today. Brother, this is one helluva good business. But, it takes some real brains, real guts and lots and lots of hard work to keep ahead. Let 'em holler, I say. We're doing okay."

WELCOME COIN MACHINE SHOW VISITORS

... to our exhibit in BOOTHS 41, 42, 43 and 44 to see the latest in Coin Operated Equipment. You are cordially invited to make our suite of private rooms your headquarters for relaxation and refreshments.

SEE

The New EVANS RACES

(formerly known as Paces Races)

This amazing machine, in a cabinet of brilliant original design, features many important advances. Among them is speed-up action. Each race now takes approximately one-third the time formerly required!

SEE

The Complete EVANS CONSOLE LINE

BANG TAILS—
WINTER BOOK
ONE ROL-HI
GALLOPING
DOMINOS
BANG TAILS
CASINO BELLS

All are available in 5c or 25c Play and in Automatic Award, Replay or Check Separator Models.

SEE

how Evans Precision Engineering, Quality Construction and outstanding mechanical improvements insure trouble-free performance on location!

SEE

the custom-built Evans Console Cabinets, in American Black Walnut and Golden Maple. See the new, attractive designs in rich, colorful, brightly lighted playing fields!

SEE the 1947 TEN STRIKE ... it's a revelation!

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS



Frankel Opens S. D. Service Offices

SIOUX FALLS, S. D.—“Larry” S. Frankel, of Frankel Distributing Co., Rock Island, Ill., this past week announced the opening of a new office at 604 S. Eighth Street, this city.

The new office will be used primarily as a service function. These offices have a staff of trained men who, in addition to installing Packard and Personal Music wall boxes, will also service operators in the South Dakota, West Iowa and Southern Minnesota area.

Altho new machines are on display, neither sales nor shipping will emanate from the South Dakota office, Frankel emphasized.

Two other Frankel Distributing Company display and sales offices are located in Omaha, Nebraska and Des Moines, Iowa.

Frankel's strategically situated offices are reported to make good their slogan, ‘Serving the Heart of America’, according to executives of the firm.

COIN MACHINE DISTRIBUTING CO.

500 NORTH CRAIG ST. (MU. 0303-4-5) PITTSBURGH 13, PA.

Will Welcome Customers And
Friends At The
MILLS PHONOGRAPH SHOW
CONTINENTAL HOTEL

FEBRUARY 3-4-5-6

WHERE TO BUY IT IN NEW YORK STATE POP - UP

The Counter Game That is Legal Everywhere

IN BUFFALO
Alfred Sales Co., 1006 Main St.

IN UTICA
Hanna Sales Co., 169 Campbell St.

IN SYRACUSE
Rex Coin Machine Co.
821 S. Salina Ave.

IN ALBANY
Olsheine Dist. Co., 1102 Broadway

DAVE LOWY & CO. 594 TENTH AVENUE, NEW YORK 18, N. Y.—BRyant 9-0817

Exclusive New York State Distributors

Asks That All Phono Assns Correspond

PHILADELPHIA, PA. — James L. (Jim) O'Brien, manager of the Phonograph Operators Assn. of Eastern Pa. and New Jersey, suggests that all music operator's associations arrange

for a complete interchange of information, news and views. He asks that other associations thruout the nation contact him care of the Schaff Building (1505 Race St.), Philadelphia 2,

LOS ANGELES

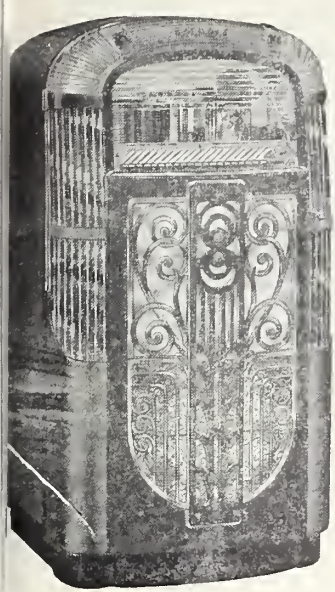
W. R. Happel or *W. E. Happel*

BADGER'S BARGAINS

OFTEN A FEW DOLLARS LESS • SELDOM A PENNY MORE

See MILWAUKEE

C. A. Happel or *H. E. Reimer*



ROCK-OLA
The Phonograph of Tomorrow Today!

Extra Rich Tone Quality. • Extra Color-Display. • Extra Location Appeal. • Extra Animation. • Extra Performance. • Extra Operators' Approval.

PLUS!!
Liberal Trade-In Allowance for your Used Machines

RECONDITIONED CONSOLES	
LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST	
Keeney Super Bells, 5c, F.P., P.O., Refinished	\$129.50
Keeney Super Bells, 10c, F.P., P.O., Refinished	159.00
Keeney Super Bells, 25c, F.P., P.O., Refinished	159.00
Keeney Super Twin, 5c-25c, F.P., P.O., Refinished	250.00
Keeney Super Twin, 5c-25c, P.O., Refinished	225.00
Keeney 4-Way, 5c-5c-5c-25c, New Refinished	325.00
Keeney 4-Way, 5c-5c-10c-25c, New Refinished	325.00
Keeney 4-Way, 5c-5c-5c-5c, New Refinished	295.00
Evans Lucky Lucre, 3-5c, 2-25c	150.00
Evans Lucky Lucre, 5-5c	99.50
Bally Roll-'Em, 5c, P.O.	99.50
Baker's Pacers, Late, Daily Double	100.00
Bally Draw Bells	WRITE
Bally Triple Bells, Like New	WRITE
Mills Four Bells, Late Heads, 5-5-5-25c	\$325.00
Mills Four Bells, Late Heads, 5-5-5-5c	295.00
Mills Three Bells, 5c, 10c, 5c (Refinished)	450.00
Mills Three Bells, 5c, 10c, 25c (Refinished)	475.00
Mills Four Bells, Orig. Heads, 5-5-5-5c (Refinished)	224.50
Mills Four Bells, Orig. Heads, 5-5-5-25c (Refinished)	247.50
Bally Club Bells, F.P., P.O., 5c	99.50
Bally Hi Hands, F.P., P.O., 5c	99.50
Bally Sunrays, F.P., 5c	59.50
Mills Jumbo, Late, F.P., P.O.	99.50
Mills Jumbo, Late, P.O.	69.50
Mills Jumbo, Late, F.P.	69.50
Evans 1945 Bangtails	WR TE

RECONDITIONED SLOTS	
Black Cherry Bells (Rebuilt), 5c	\$175.00
Black Cherry Bells (Rebuilt), 10c	185.00
Black Cherry Bells (Rebuilt), 25c	195.00
Mills Blue Fronts (Refinished), 5c	95.00
Mills Blue Fronts (Refinished), 10c	110.00
Mills Blue Fronts (Refinished), 25c	125.00
New Mills Vest Pocket Bells	74.50
Mills Vest Pocket (Refinished)	39.50
Columbia DeLuxe Bell, Like New	179.50
Brown Fronts (Refinished), 5c	95.00
Brown Fronts (Refinished), 25c	125.00
Mills Original Chrome, 5c	149.50
Mills Gold Chrome, 25c	159.50
Columbia Bells, Like New	99.50

ONE BALL MULTIPLE TABLES	
Bally Longacre (Refinished)	\$209.50
Bally Thorobred (Refinished)	209.50
Bally '41 Derby (Refinished)	119.50
Bally Club Trophy (Refinished)	119.50
Keeney Fortune (Refinished)	119.50
Bally Victory Special	WRITE

PHONOGRAPHS	
Rock-Ola Commando (Refinished)	\$395.00
Rock-Ola Premier (Refinished)	375.00
Rock-Ola Super, New Rock-o-Lite	350.00
Rock-Ola Master, New Rock-o-Lite	325.00
Rock-Ola Standard, New Rock-o-Lite	295.00
Rock-Ola Spectravor Playmaster (Refinished)	295.00
Seeburg B200, R.C., E.S., New Rock-o-Lite	375.00
Seeburg BB00, R.C., E.S., New Rock-o-Lite	375.00
Seeburg BB00, E.S., New Rock-o-Lite	350.00
Seeburg Colonel, New Rock-o-Lite	350.00
Seeburg Major, New Rock-o-Lite	350.00
Seeburg Classic, New Rock-o-Lite	325.00
A.M.I. Streamliner, Like New	250.00
Mills Empress, New Rock-o-Lite	275.00
Mills Throne, New Rock-o-Lite	250.00
Wurlitzer Model 950 (Refinished)	525.00
Wurlitzer Model B50 (Refinished)	525.00
Wurlitzer Model 750E (Refinished)	495.00
Wurlitzer Model 700	450.00
Wurlitzer Model B00 (Refinished)	475.00
Wurlitzer Model 500, New Rock-o-Lite	325.00
Wurlitzer Victory 600 (Refinished)	295.00

BADGER SALES CO., INC.
51 W. Pico Blvd. Los Angeles 6, Calif.
All Phones: Drexel 4326

TERMS:
1/3 DEPOSIT
WITH
ORDER

BADGER NOVELTY COMPANY
2546 N. 30th St. Milwaukee 10, Wis.
All Phones: Kilbourn 3030

Meet Capehart



NEW YORK — Teddy Seidel (left) former noted lightweight boxer and Dave Lowy (right) meet Homer E. Capehart, Chairman of the Board of Packard Mfg. Corp., Indianapolis, Ind., when he arrives in this city.

Seidel, now employed as roadman for Dave Lowy & Company called on "boss" Dave Lowy over to the offices and showrooms of Joe Eisenberg & Sons to meet Capehart, where they saw the new Packard Pla-Mor phonograph and other Packard music equipment.



SEE IT AT THE COIN SHOW
THE MOST COMPLETE PUNCHBOARD
"CATALOG"
PIONEER'S DISPLAY
ROOM 320
SHERMAN HOTEL

Sees Big Future For Mirrored Music Cabs



H. A. (HUM) BROCKAMP

HOLLYWOOD, CALIF. — H. A. (Hum) Brockamp, Vice-President and Salesmanager of Pantages Maestros Company, this city, reported that, after the years they have spent in completing the new mirrored cabinets for music operators that there is no longer any doubt these will prove of tremendous value to everyone in the automatic music business.

Brockamp looks to the mirrored cabinets to lift the strata of the automatic music business in other locations thruout the nation as it has already done in the west coast operations of the firm.

It is his prediction that the music operators will find that the mirrored music cabinets not only gain the applause as well as the commendation of all the location owners but that the public, too, appreciates them and that their value to the operator is such that his collections immediately start upward and reach new high peaks in everyone of the spots he installs them.

He says, "There are operators in

certain sections of the country who have never seen, and probably never heard of a phonograph with plate glass mirror front and sides. However," he continues, "if they could observe in person the hundreds of successful mirrored installations on the Pacific coast, any possible doubts in their minds as to the practicability and beauty of these cabinets would soon be dissolved."

ARCADE EQUIPMENT

AIR RAIDER	\$ 79.50
TOMMY GUN	89.50
BATTING PRACTICE	89.50
PERISCOPE	99.50
ROCKET BUSTER	99.50
ACE BOMBER	139.50
SKY FIGHTER	149.50
EVANS SUPER BOMBER	199.50
DRIVEMOBILE	199.50
UNDERSEA RAIDER	229.50

METAL TYPER DISCS

For Groetchen Typers



We Use Finest Aluminum

Standard Thickness—Satin Finish

PRECISION DIES

BY AMERICA'S FOREMOST TOOLMAKERS

Money Back Guarantee
Samples on Request.

\$8.50

Per 1000

1/3 Deposit With Order

MAX GLASS

DISTRIBUTING COMPANY

914 Diversey

Chicago 14, Ill.

WELCOME!

I join my fellow exhibitors in a hearty welcome to you at this 1947 COIN MACHINE CONVENTION, the greatest ever. It will be a pleasure greeting you at Booth 206.

One look is worth a thousand words. Come up and see for yourselves the many outstanding features of our Double Up Skill Bowl. Proven on many locations to outearn any bowling type game ever made.

Also, see our fast selling, quick profit Star Card Vendor. The key to successful operation is diversified equipment. And, think of it! For the price of one music machine, you can purchase a whole route of these legal and tax-free proven money-makers.

One more thing — we expect to have a new surprise to open your eyes.

See you at Both 206,

Barney Kahn

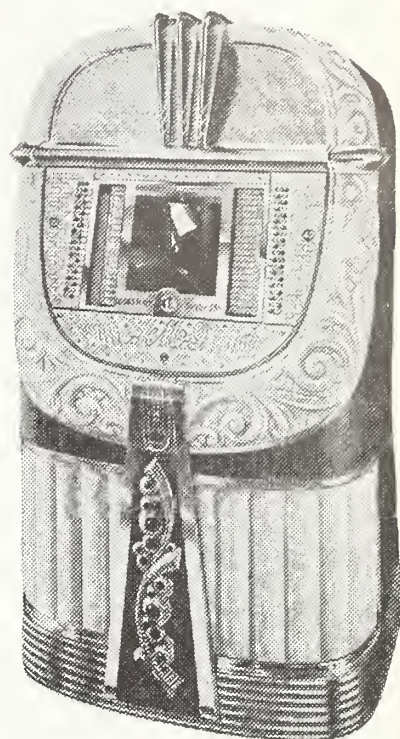
METROPOLITAN COIN MACHINES, Inc.

203 Sands Street

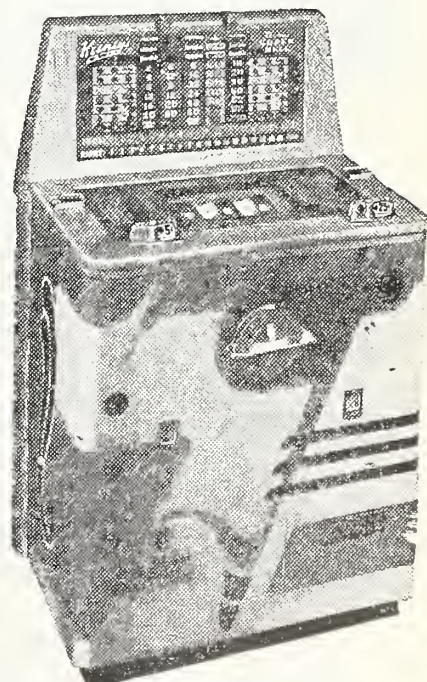
Brooklyn, N. Y.

IN FLORIDA
SUPREME
CAN
DELIVER
IMMEDIATELY!

AMI "Model "A" Phonograph



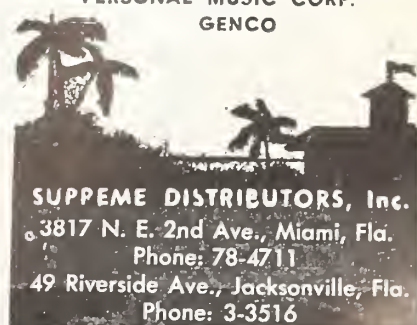
KEENEY TWIN BONUS
SUPER BELL



AMI PHONOGRAPHS
and KEENEY CONSOLES

ARE TOPS FOR QUALITY AND
TROUBLE-FREE OPERATION

SUPREME is Exclusive Florida Distributor
AMI INCORPORATED
J. H. KEENEY & CO., INC.
AT YOUR SERVICE RADIO CORP.
PERSONAL MUSIC CORP.
GENCO



SUPREME DISTRIBUTORS, Inc.
3817 N. E. 2nd Ave., Miami, Fla.
Phone: 78-4711
49 Riverside Ave., Jacksonville, Fla.
Phone: 3-3516

HARLICH OPEN HOUSE

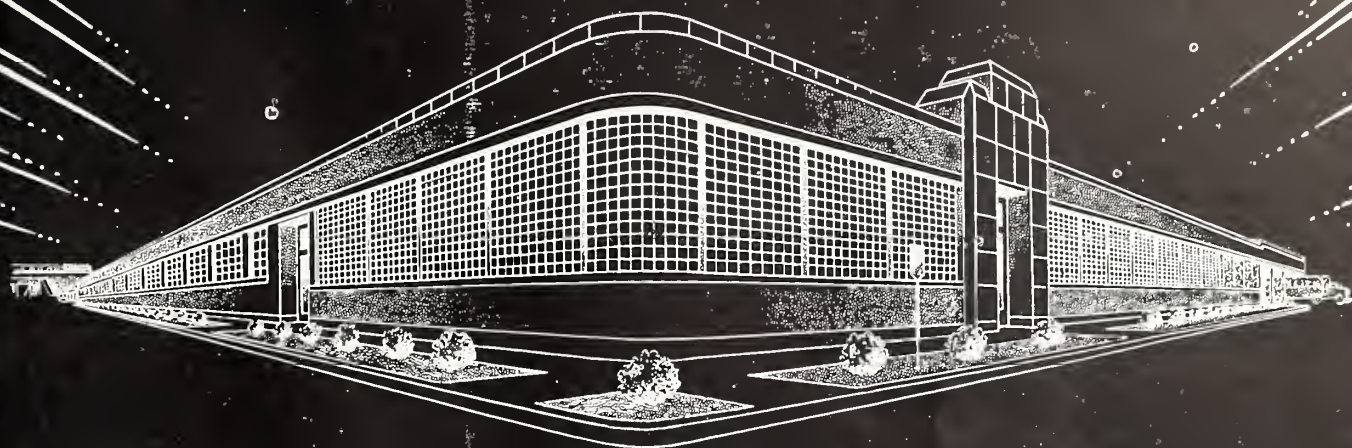
for YOU and YOUR FRIENDS!

- at -

HOTEL CONTINENTAL

505 NORTH MICHIGAN AVENUE, CHICAGO

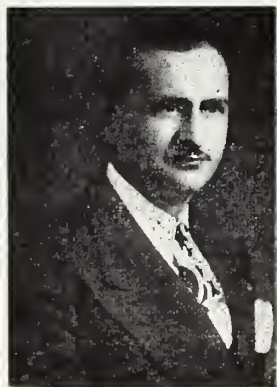
SUITES 809-810 • FEBRUARY 3-4-5-6, 1947



HARLICH MANUFACTURING COMPANY • 1200 NORTH HOMAN AVENUE, CHICAGO 51, ILLINOIS

Visit the World's Largest and Most Completely Equipped Plant where "SALESBOARDS THAT SELL" are Made!

A New Type Music Op For '47



JOE BRILLIANT

DETROIT, MICH. — Joe Brilliant, president of the Detroit phono ops association, reports, "There will be a new type of music operator in 1947. He will be more alert, more dynamic, more 'on the ball', and much, much more astute as far as his business is concerned than ever before."

Brilliant also stated, "We want to take this opportunity to thank *The Cash Box* for the grand work which it has done in behalf of all the operators thruout the nation."

"Never before has a publication worked so well and so hard for the operators. We feel that *The Cash Box* is the 'operator's friend'."

Stop!!!

WANNA BUY AN OPERATOR
YOU KNOW A REAL GIFT?

"The Cash Box"
FOR 13 WEEKS...

Only \$5

Just send his Name and Address to:
Mary MacMullin, Subscription Dept.
The Cash Box, 381 Fourth Ave., New York 16, N. Y.



PEACHES *from* GEORGIA

"WHERE SOUTHERN HOSPITALITY ABOUNDS"

ALL COINMEN ARE WELCOME AT
BOOTH 74. AMERICA'S MOST
PROGRESSIVE PARTS HOUSE IS SHOWING THEIR MOST
VARIED LINE OF PARTS AND SUPPLIES.
WE REALLY HAVE SOME "PEACHY" NUMBERS.

DON'T MISS BOOTH 74

HEATH DISTRIBUTING COMPANY

217 THIRD STREET

MACON, GEORGIA

Edelman Delivers First Truck Load



DETROIT, MICH. — In keeping with his promise to make volume delivery of his new bowling game, "Bang-A-Fitty", I Edelman of Edelman Amusement Devices, this city, submits the above picture as proof.

From left to right: Robert Morford of King Pin Equipment Co., Detroit, and Guiseppi Cacciola also of Detroit, are shown accepting delivery of a complete truck load of the new "Bang-A-Fitty" bowling games from I. Edelman who is shaking hands with them. Standing above Edelman, in his shirtsleeves, is Robert Begin also of King Pin Equipment Co.

Edelman reports, "We have never yet failed any of our distributors or operators in delivering equipment when promised. Tho we are producing at record speed we can safely assure everyone in the business that

when we promise a certain day of delivery for 'Bang-A-Fitty' we will be there with the games, or else the trouble will be that the delivery firm hasn't been able to fulfill their promise."

Edelman also stated, "This is the first time we have ever released information on the 'Bang-A-Fitty' game. After appearance of our first ads in *The Cash Box* we were absolutely deluged with requests for more information. We have been on long distance phones and have been wiring and writing letters ever since. We hope that all the inquirers who were so kind to contact us will be at our booths at the show and will be able to see and play the 'Bang-A-Fitty' bowling game for themselves."

Dear Mary:
Enclosed find
5 Bucks! Please
send "The Cash Box"
for 13 Weeks to...

Name

Address

City State

And For Another \$5 To . . .

Name

Address

City State

Mary MacMullin,
Subscription Dept.,
THE CASH BOX
381 FOURTH AVENUE
NEW YORK 16, N. Y.

TRADIO INTRODUCES T.F.R.P.

...Revolutionary Merchandising Plan to Keep Operators Way, Way Ahead of the Field

We thank Tradio distributors and operators all over the country. Their confidence and cooperation has been of inestimable value to us as pioneers in the embryonic coin-operated field. Today, the word "Tradio" is synonymous with coin-operated radio. We are proud of our leadership in this industry and are fully aware of the responsibility it entails. We are working incessantly on research and experiments designed to improve Tradio and to introduce new items. Our new Tradio-ette and TradioVision are tangible evidence of our ceaseless efforts to open profitable fields to the operator. Knowing that our success is wholly dependent upon the success of the individual operator, we shall continue to keep the operator's interest paramount in our efforts. Every coin-machine operator owes it to himself to visit Booth 154. We are looking forward to renewing old acquaintances and making new friends at the Coin Machine Show.

The enormous volume of orders already placed by our distributors for the coming year, plus our ability to stock-pile component parts for steadier production, enables us to offer our new Tradio at a considerable reduction in price. In doing so, we are not forgetting our established Tradio operators. The consideration they deserve will be effected thru the Tradio First Reduction Plan, which we are labeling T.F.R.P. This plan will enable original Tradio operators to double their present route, more than average out their cost, and be further ahead than any other coin-operated radio operator.

As manufacturers, we are a young organization. However, our previous experience as operators, servicemen, retailers and dealers, has taught us how we would like to have manufacturers treat us. We are happy to have this opportunity to be on the other side of the fence where we can apply the knowledge gained by this experience. Some of our policies may be revolutionary but we intend to stick to them 100%.

Tradio operators all over the country are urged to contact their distributors at once for complete details of T.F.R.P.

VICTOR TRAD
President

GEORGE TRAD
Vice President

HARRY
ROCKEFELLER
Sales
Coordinator

ASK FOR TRADIO'S REVOLUTIONARY MERCHANDISING PLAN. SEE ALL 3 TRADIO FAMOUS FIRSTS . . .

TRADIO . . . TRADIO-ETTE . . . TRADIOVISION IN BOOTH 154

TRADIO

the first coin-operated radio specifically designed for use in hotels, motels, institutions, clubs, etc.

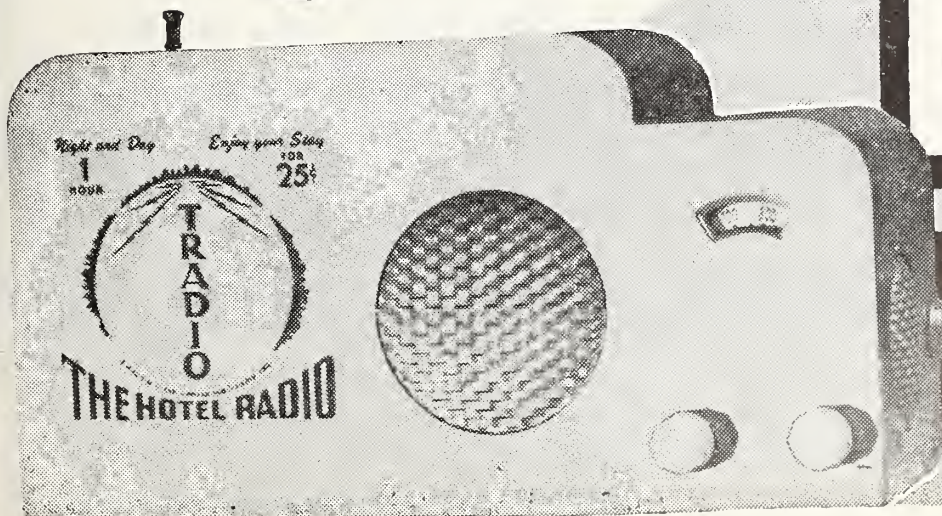
TRADIO-ETTE

the first coin-operated intimate music restaurant radio.

TRADIOVISION

the first coin-operated television set.

Remember . . . All Tradio Equipment Is Unconditionally Guaranteed One Year! All Tradio Equipment Is Available For Immediate Delivery! And TRADIO, INC. sells only to operators, through qualified TRADIO distributors . . . never direct to locations. Only by protecting its own integrity can TRADIO protect you! Look At The Others . . . Then Buy Tradio!



TRADIO
INCORPORATED
ASBURY PARK, N. J.
PHONE: ASBURY PARK 2-7447-8-9

MUSIC OPS

Which do you want?

THE FOLLOWING, VARIED COMMISSION METHODS ARE NOW BEING USED BY MUSIC OPERATORS THRUOUT THE NATION. TELL US WHICH ONE YOU LIKE BEST AND WHY. WRITE NOW TO THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

- 1—10c Play, 3 for 25c, Collection split 50-50
- 2—10c Play, 3 for 25c, Collection split 70%-30% (70% to Op, 30% to Location)
Plus a guarantee Location will get at least as much as formerly on 5c Play.
- 3—10c Play, 2 for 15c, 4 for 25c, Collection split 50-50.
- 4—5c Play, Collection split 50-50
- 5—5c Chute blocked (or taped up as "out of order") 2 Plays 10c, 5 Plays 25c,
Collection split 50-50.
- 6—5c Play, 70%-30% Commission Basis, 70% to Op, 30% to Location.
- 7—5c Play, 75%-25% Commission Basis, 75% to Op, 25% to Location.
- 8—5c Play, 60%-40% Commission Basis, 60% to Op, 40% to Location.
- 9—5c Play, \$3.00 Per Week "Front Moey" (or "Service Charge") Balance Split
50-50.
- 10—5c Play, \$5.00 Per Week "Front Money" (or "Service Charge") Balance split
50-50.
- 11—5c Play, \$10.00 Per Week "Front Money" (or "Service Charge") Balance split
50-50.
- 12—5c Play, 1% of complete equipment installation cost as "Front Money" each
week until cost is amortized, Balance of collection split 50-50.
- 13—5c Play, \$15.00 Per Week Flat Guarantee. If less in collection (than \$15) Lo-
cation makes up the difference. If more, balance is split 50-50.
- 14—5c Play, \$15.00 Per Week Rental Basis. Location gets all over \$15 in collection.
- 15—5c Play, Rental basis on yearly lease or sublease between Op and Location
for space occupied by phono and all other music equipment. Op pays Lo-
cation rent agreed upon for the year in 12 installments — each installment
is paid on the first of the month. Op takes all collections. Lease also speci-
fies no other music allowed in same location.

NOTICE: In most of these cases Ops have contracts with Locations for exclusive operation of music equipment for at least a two year period. These contracts vary according to the laws of each state.

IF YOU ARE USING A COMMISSION BASIS DIFFERENT FROM ANY OF THOSE LISTED ABOVE, PLEASE BE SURE TO INCLUDE THIS IN YOUR LETTER TO "THE CASH BOX".

What Price Pin Games?

By C. B. (Billy) De Selm, Salesmanager, United Mfg. Co.

CHICAGO—The question is not what a pin game costs the operator but how much will it earn on location — how long will it earn it — what will the game be worth on a trade-in basis.

A pin game must have appeal of a lasting nature, not mere novelty or freshness that soon wears off.

A pin game must have durability to stand constant heavy play over an extended period of time.

Both of these facts have a direct bearing on the trade-in value, as does the quantity made.

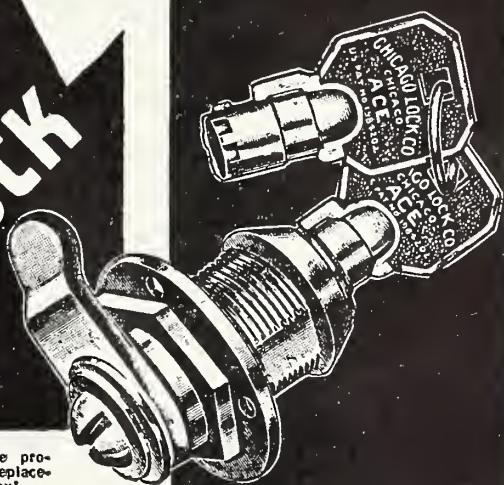
Do not over-produce.

Cost is based on time, material, overhead and risk. An inferior game may cost many times more to produce than a fine money-maker.

It is important to determine what the public wants in the way of a pin game and to present it to them the way they like it.

The cost of manufacturing is high today but can be reduced — without cheapening the product — just as soon as material is available in sufficient quantity to permit increased daily production without the risk of costly shut-down.

**YOUR PROFITS
ARE SAFE
WITH AN
ACE LOCK**



ACE LOCKS provide Powerful Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today!

Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key Changes.

We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

CHICAGO LOCK CO.

ACTUAL SIZE

2024 N. RACINE - CHICAGO

...ATTENTION... MICHIGAN OPERATORS

The facilities of our two offices are equipped better than ever to take care of all your coin machine requirements for 1947.

We are exclusive distributors in Michigan for —
Bally Manufacturing Company — Genco Manufacturing Company — Williams Manufacturing Company — also BANG-A-FITTY bowling game made by Edelman Amusement Devices.

The following from our organization will be on hand at the Coin Machine Convention all four days — February 3, 4, 5 and 6 — to greet you and help you enjoy the show.

J. R. "Pete" Pieters, Manager, Kalamazoo Office
Sam Rose, Manager, Detroit Office
Joe Auton, Sales Manager

King Pin

EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0021
DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Phone TEmp 2-5788

EASTERN MICHIGAN MUSIC OPERATORS

YOU ARE

INVITED

TO ROCK-OLA'S OPEN HOUSE AT
THE ROCK-OLA FACTORY AND TO
THE SPECIAL SHOWING AT THE
MORRISON HOTEL



ROCK-OLA
The
PHONOGRAPH
OF TOMORROW



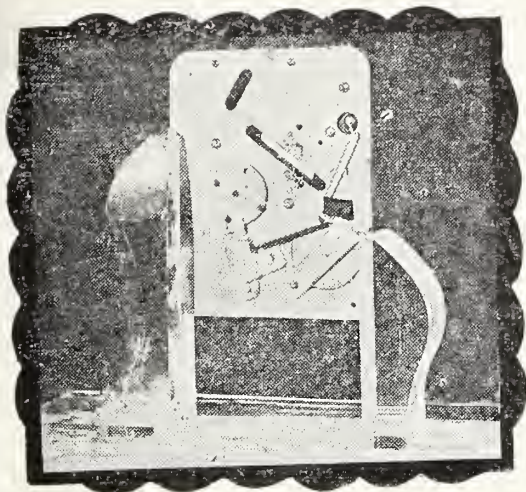
**BILL PALMER
JOE BRILLIANT
JACK BRILLIANT**
WILL BE ON HAND
TO GREET YOU!!

**BRILLIANT
MUSIC COMPANY**

4606 CASS AVENUE
DETROIT 1, MICH.

(Phone: TE. 1-7455)

COIN MECHANISMS FOR COIN OPERATED RADIOS



► IMMEDIATE DELIVERY!
► UNLIMITED QUANTITIES!

New, simple, service-free coin mechanism. Designed and built by coin operators (Pat. Pending). Coin chute completely automatic. Electrically operated. Coin starts radio playing. No buttons to push or slides to pull. Only four moving parts, nothing to get out of order. Mechanism takes one to five quarters. Set to play one hour for 25c. (Interval easily changed. May be set for 1/2 hour, 1 hour, or 2 hours by operator. Also, on special order, mechanism changed to take different sized foreign and U.S. coins). Timing device controlled by nationally known clocks. Coin trips by Micro switch. Impossible to jar into operation. Easy to install or remove. Overall dimensions 4"x5"x2". This simple, inexpensive money maker is being used successfully throughout the coin industry. Order today. Write, wire or telephone

\$6⁵⁰ ea.
QUANTITY DISCOUNTS

*Also used successfully on telescopes, washing machines, wired music . . . and any other place you need time delay intervals.

Crytalette MUSIC CO., INC.
COIN MECHANISM DIVISION
1521 W Anaheim St. Telephone 622-51 Long Beach, California

ees Big Year Ahead



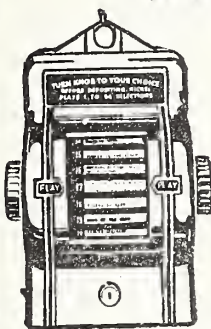
JACK GUTSHALL

LOS ANGELES, CAL.—Jack Gutshall of the Jack Gutshall Distributing Co., this city, sees a big year ahead for the music trade.

"In the first place," Gutshall reports, "our line of Packard Pla-Mor music equipment is beginning to go over the top thruout this area and we are firmly of the belief that the operators will be earning bigger and steadier profits once they completely set up to correctly merchandise their music."

He also reports, "Our line of independent record labels has caught on everywhere with music operators and orders are increasing daily. We believe that we will establish a new sales record for our labels in 1947."

NEW PACKARD EQUIPMENT IMMEDIATE DELIVERY



1947 MODEL NO. 7 PHONOGRAPH.....	\$795.00
Model 400 24-Record Hideaway	450.00
Wall Boxes	38.95
# 700 Speaker	21.95
# 800 Speaker	36.95
# 900 Speaker	49.95
# 1000 Out of This World Speaker	159.50
30 Wire Cable. Per ft.22

PACKARD ADAPTER

700 & 800 Wurlitzer	\$ 70.00
500 A Wurlitzer	65.00
Single 24 Wurlitzer Hideaway	59.50
Single 20 Seeburg	59.50
Twin Twelve Wurlitzer	71.50
Single 20 Rock-Ola	59.50
All Curved Front Seeburg	66.75
Mills Empress & Throne, Floor Model	30.00

ANGOTT SALES CO., INC.

Michigan Distributors

2616 Puritan, Detroit 21, Mich.
805 E. Genesee, Saginaw, Mich.

Phone UNiversity 40773
Phone 35467

SPECIAL SALE!!

USED SUPER BELLS IN PERFECT CONDITION, look good and already crated for shipment, special price	\$119.50
BRAND NEW REBUILT BAKERS RACERS, never been uncrated	179.50
SLIGHTLY USED REBUILT BAKERS RACERS, looks like new	129.50
SLIGHTLY USED REBUILT EVANS BANG TAIL, looks and runs like new	99.50
Brand new never been uncrated, MUTOSCOPE, VOICE-O-GRAPH	Write
Brand new never been uncrated, ATOMIC BOMBER, by MUTOSCOPE	Write
Brand new never been uncrated, TOTAL ROLL, by GENCO	395.00
Brand new never been uncrated, WHIZZ, by GENCO complete with stand	119.50

N. O. BLEDSOE

415 WEST MAIN STREET, EL DORADO, ARKANSAS

PROGRAM

FOR THE

COIN MACHINE SHOW

FEBRUARY 3, 4, 5, 6, 1947 — HOTEL SHERMAN, CHICAGO

EVERY OPERATOR IS INVITED AND URGED TO ATTEND THESE MEETINGS AND EVENTS

SUNDAY, FEBRUARY 2, 12:00 NOON
REGISTRATION STARTS—LOBBY FLOOR—HOTEL SHERMAN

MONDAY, FEBRUARY 3, 1947
2:30 P.M.—BAL TABARIN ROOM—6th Floor—PHILOSOPHY FORUM
"HOW TO LIVE" An Open Discussion by Leaders of
The Coin Machine Industry

TUESDAY, FEBRUARY 4, 1947
LUNCHEON, 12 NOON, COLLEGE INN
Personal Appearance of Celebrities, Address by Dr. PRESTON BRADLEY
2:30 P.M.
PUBLIC RELATIONS MEETING
Speakers: JAMES T. MANGAN — SAMUEL (CURLEY) ROBINSON
5:00 P.M.
West Room and Public Relations Booth — TELEVISION SHOW

WEDNESDAY, FEBRUARY 5, 1947
10:30 A.M.
BAL TABARIN ROOM — VENDING MACHINE FORUM
10:30 A.M.
Crystal Room — Discussion to Eliminate Phono Excise Tax
RAY CUNLIFFE, Chairman
2:30 P.M.
West Room and Public Relations Booth — TELEVISION SHOW
7:00 P.M.
GRAND BALLROOM — HOTEL STEVENS
ANNUAL BANQUET AND FLOOR SHOW (INFORMAL)
PRESENTATION OF 1946 PUBLIC RELATIONS AWARD
(CADILLAC CAR)

THURSDAY, FEBRUARY 6, 1947
1:00 P.M.
LUNCHEON AND MEETING OF ARCADE OWNERS ASSN.

EXHIBITION HOURS
MONDAY and TUESDAY, FEBRUARY 3 and 4—10 A.M. TO 9 P.M.
WEDNESDAY and THURSDAY, FEB. 5 and 6—10 A.M. TO 4 P.M.

Coin Machine Industries, Inc.

Happel Wins Praise For New Badger Sales Bldg.

Grand Opening Party Jan. 15 Attracts Big Crowd of Coinmen

LOS ANGELES, CALIF.—The pictures on the opposite side give some idea of the beautiful new Badger Sales Building which was officially opened by W. R. (Bill) Happel, Jr. on January 15 with a big party for the many hundreds of coinmen who called here and were tremendously amazed and pleased with the outstanding beauty of the showrooms, offices, parts and supplies departments and the many other facilities.

Shown on the top picture are (left to right): S. L. Warlick, Office Manager; J. S. Duarte, Export Manager; W. R. Happel, Jr., General Manager; W. E. Happel, Asst. Salesmanager and J. R. Leonard, Manager, Parts Dept.

The center picture shows Bill Happel in his luxurious private office.

The bottom picture gives a front view of the new parts department with Jack Leonard in charge.

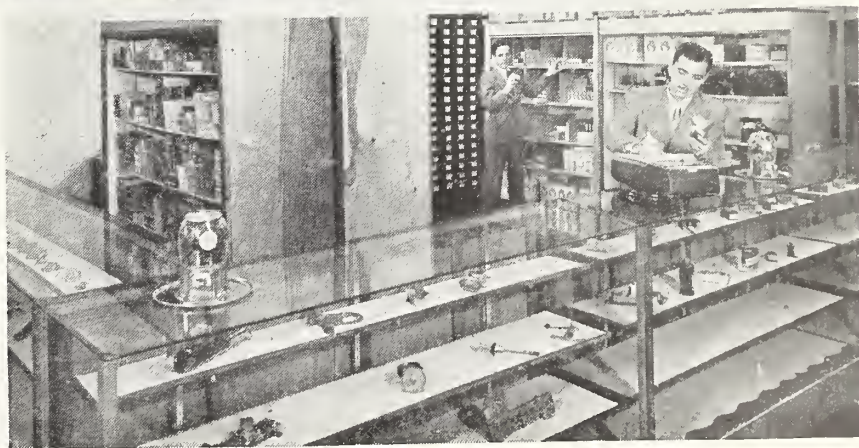
A beautiful display of the Rock-Ola phonograph and Rock-Ola music accessories has been arranged in the showrooms and just as effective a display of the Keeney line of machines is also on view.

In addition, there are a great many outstanding features of the building which makes it one of the most efficient in the country for coin machine distribution.

Operators who attended the official opening not only enjoyed luncheon and dinner as well as other refreshment but were taken on a tour thru-out the entire building and their praise is reported to still be ringing in the ears of the Badger Sales Company executives.

Tremendous storage space is also concentrated into this one building which allows the firm the room necessary for their ever growing export department as well as for the storage of new games for the operators and jobbers in this area.

Happel stated, "I want to take this opportunity of inviting every coin machine man in the country to call around and see our new building. We are open to any good suggestions and criticisms and will do everything in our power to make the operators comfortable. Therefore, call around and tell us what you think of our new headquarters."



AUTOMATIC GAMES COMPANY

DANNIE JACKSON

(Slot Machine Headquarters)

SAMMY DONNIN

MANUFACTURERS' REPRESENTATIVES — JOBBERS—DISTRIBUTORS—AND EXPORTERS
★ WORLD WIDE COVERAGE ★

**WE WILL REPRESENT YOU, IF YOU HAVE A FAST SELLING,
LEADING LINE OF COIN OPERATED MACHINES**

KEENEY SUPER & BONUS BELL BULBS — WESTINGHOUSE OR G. E. MAZDA No. 313 — 28 VOLT
ANY QUANTITY — SPECIALLY PRICED — EACH

12½¢

In LOS ANGELES
2858 W. PICO BLVD.
(Phone: REpublic 2-2732)

**MEMBERS LOS ANGELES
CHAMBER OF COMMERCE**

In PISMO BEACH, CALIF.
611 PRICE STREET
(Phone: Pismo Beach 77J)

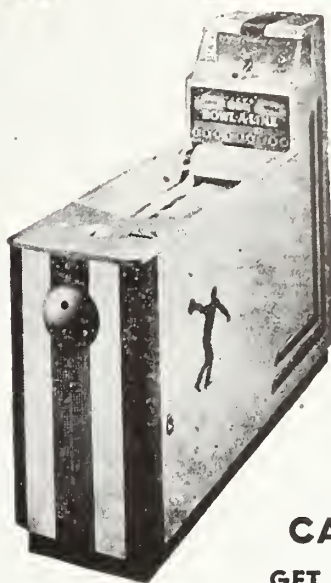
Sensational

BOWL-A-LINE

Perfect Scoring!

The only nickel operated game of its type to keep a "PERFECT SCORE" of the sport it represents.

Fully Protected
by Patents Pending



REAL BOWLING
PROVEN on LOCATION
LEGAL ANYWHERE

DISTRIBUTORS ATTENTION!

CASH IN ON BOWL-A-LINE
GET ALL THE FACTS BY CONTACTING

BOOTHS 98 and 99

UNIQUE : COMPACT
MECHANICALLY PERFECT

THE VERY LATEST
IN LEGAL AMUSEMENT
GAMES

THE ELECTRO-GAMES COMPANY

NOW IN PRODUCTION

900 MONROE AVE., N.W. — PHONE 8-1514

MAILING ADDRESS P.O. BOX 76

EARLY DELIVERY

GRAND RAPIDS, MICHIGAN

Names New Sales Mgr.



HARRY H. BROWN

CHICAGO — Dave Martin, well known coin machine man, in the business since 1929, has just been appointed sales manager for the American Amusement Company as per announcement by Harry H. Brown, president of the company.

"We are very happy and proud to have Martin become a part of our organization" stated Brown.

Martin has been in close contact with leading distributors and operators for many years during which time he has covered all parts of the country. He has been instrumental in installing many new innovations during his many years of operation. In 1946 Mr. Martin invented an escalator conversion which answered the need of many coin machine men.

PHONO OPERATORS

Effective January 1st

STAR

Ready Printed Program Title Strips

Will be available for the following popular record labels, via fast 2-day air mail service to any part of the U. S.

VICTOR
CAPITOL
MERCURY
SIGNATURE
SONORA

DECCA
EMERALD
APOLLO
KING
QUEEN

COLUMBIA
MAJESTIC
MUSICRAFT
20TH CENTURY
TEMPO

20

TITLE STRIPS FOR

2c

Postage Prepaid

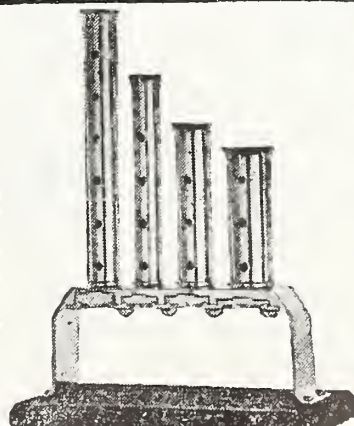
OPERATORS—Shoot us your name and address for our mailing list, so you will receive our advance record release list and order blank.

STAR TITLE STRIP CO., INC.

708 ARCH STREET

Established 1944

PITTSBURGH 12, PA.



MASTER CHANGER...\$27.50

COIN CHANGERS

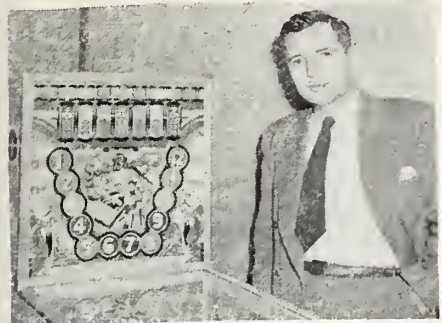
- All metal—highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

Northwest Sales Co.

3144 ELLIOTT AVENUE

SEATTLE 1, WASHINGTON

Buster Looks 'Em Over



CHICAGO—"Buster" Williams of Music Sales Co., Memphis, Tenn., made it his business to get here earlier than the rest of the boys attending the convention and spent sometime calling around at the various factories.

According to officials of United Mfg. Co., here — "Buster" stepped right into their display room to look over the "Sea Breeze" game of the firm just as Bill DeSelm got his camera all propped up and — bing — there's "Buster" in pictures.

*COSTS LESS THAN..
A ROUND OF DRINKS
13 WEEKS OF
"The Cash Box"
Only \$5*

... yes, sir, just before you plunk' that next \$5 bill down on the bar for another" round of drinks for some nice coin machine friend — pause — halt — stop — wait — just think it over . . . you can buy him one of the nicest, grandest, pleasantest presents of all time — while this convention special offer is on — send us that \$5 bill and we'll send that very nice friend of yours THE CASH BOX for 13 solid weeks of really informative entertainment . . . just fill in his name and address for me right here and now.

Cordially yours,
Mary MacMullin,
Subscription Dept.

NAME
ADDRESS
CITY ZONE
STATE

NEW BOARDS
ARE ROLLING
OUT OF BORK'S
NEW HOME

"THEY'RE OFF!"
1000 R.M. • 5¢ PLAY
TAKES \$50.00 PAYS \$25.70
AV. PROFIT \$28.30

"HOLD EVERYTHING!"
1000 R.M. • 5¢ PLAY
TAKES \$50.00 PAYS \$23.46
AV. PROFIT \$26.54

"GRAB-A-FIN!"
200 JUMBO • 25¢ PLAY
TAKES \$50.00 PAYS \$24.00
AV. PROFIT \$26.00

"JUMBO TENS!"
240 JUMBO • 10¢ PLAY
TAKES \$36.00 PAYS \$19.48
AV. PROFIT \$16.52

"DELICIOUS!"
1000 R.M. • 5¢ PLAY
TAKES \$50.00 PAYS \$22.63
AV. PROFIT \$27.37

OPEN HOUSE
HOTEL CONTINENTAL
CHICAGO
FEB.
3 • 4 • 5 • 6 • 7

THESE BOARDS
AND HUNDREDS MORE
IN
BORK'S NEW CATALOGUE
NOW READY!

Bork Manufacturing Company Inc.
Sales Boards Trade Stimulators Advertising Specialties

BORK MFG. CO., INC. 6201-15th Ave.,
Brooklyn 19, N. Y.

Elky Ray Opens New Showrooms



LOS ANGELES, CAL.—"At last, at last and at last," reports Elky Ray of Gold Coast Coin Machine Exchange, this city, "I can actually, truthfully and factually show you a picture of our new showrooms."

For some months now Elky has been tearing out his hair watching carpenters drive nails at the rate of one every twenty minutes and also watching some

of the plasterers plaster themselves with plaster instead of plastering the walls.

"But," buts Elky, "that's all over now and we're all set to go with Dave Gottlieb's new machines. You can tell the boys for me," Elky continued, "that if I knew what getting a new building put together meant these days — I would have better stood in bed — like they say in Brooklyn."

Budweiser Beer May Soon Appear In New "Beertender" Vender

CHICAGO — According to United States Vending Corp., this city, Anheuser-Busch have discussed the possibilities of vending their Budweiser beer thru the new "Beertender" vending machine.

At the annual sales meeting of Anheuser-Busch a model of the "Beertender" was demonstrated and was heartily endorsed for its many advantages.

"It is designed to aid already licensed establishments," U. S. Vending Corp. reports "in selling a greater quantity of bottled beverages more profitably. The 'Beertender' features rapid cooling," the firm continues, "instant delivery, point of sale display, maximum load on minimum floor space and is available with or without coin controls."

The capacity of the "Beertender," according to an illustrative circular enclosed with the above news release, is 220 bottles or cans of 12 ounce size, regardless of shape.

The firm also states, "A unique feature of the equipment is that it not only offers 10 different selections of beverages in various sized bottles or cans, but will also vend sandwiches, potato chips and pretzels from a single unit in such outlets as Army camps, hotels, tourist courts, taverns and country clubs."

Extra advantages of vending bottled or can beer thru the "Beertender" are listed as, "Insures rotation of stock. Provides 24 hour service in hotels and tourist courts. Produces extra sales by offering product at point of advertising. Builds customer goodwill."

The firm list over 17 different types of locations where the "Beertender" is bound to prove profitable.

Biloxi's Mayor Sees Telomatic System Show



BILOXI, MISS.—Mayor G. B. Cousins, Jr. of this city dropped in on United Novelty Company's Telomatic show and is shaking hands with John Bertucci of United in the above picture, complimenting John on the Telomatic System.

Also in the picture from left to right: Ed. Holyfield, Manny Ehrenfeld, president of Telomatic, Inc.; George Schwan; John J. Bertucci of United Novelty Co.; Mayor G. B. Cousins, Jr. of Biloxi; Jack J. Mitnick of Runyon Sales Co., New York, national sales agents for Telomatic; Anthony Ragusin (who with George Schwan, third from left) are members of the Industrial Committee, Biloxi Chamber of Commerce, and W. H. (Skeet) Hunt.

COMPARE THESE PRICES

5c Jumbos	\$ 65.00
25c Jumbos	140.00

MILLS ORIGINAL
BLACK CHERRY BELLS
(Like New)

5c Black Cherry	\$165.00
10c Black Cherry	175.00
25c Black Cherry	185.00

5c Blue Front	90.00
10c Blue Front	100.00
25c Blue Front	110.00
50c Silver Chrome	175.00
5c Silver Chrome	115.00
5c Jennings Chlef	60.00

OPPORTUNITY KNOCKS

\$29.50 — PIN-BALL SPECIALS — \$39.50

BANDWAGON	SPORT PARADE	BOLA-WAY
ARMADA	HI-STEPPER	CAPTAIN KIDD
ANABEL	SHOW BOAT	FOUR DIAMONDS
SARA SUZY	ABC BOWLER	JUNGLE
CHUBBIE	ARGENTINE	SPOT POOL
TEN SPOT	BOSCO	SPOT-CHA
WOW		TWIN SIX

LEGAL GAMES

Batting Practice	\$69.50	Rapid Fire	\$79.50
Bowling League	49.50	Rocket Buster	99.50
Bowl-A-Bomb	49.50	Sky Fighter	99.50
Shoot Your Way to Tokio	54.50	Pokerino	69.50
Bell-O-Ball	49.50	Shoot the Bartender	69.50
Defender	79.50	Shoot the Bull	49.50

ALL MACHINES HAVE BEEN THOROUGHLY RECONDITIONED

1/3 Deposit

BINGHAMTON AMUSEMENT CO., INC.

221 MAIN STREET 6-1971 BINGHAMTON, N. Y.

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. Chicago 51 Belmont 7005

COIN CHANGERS



- High luster chrome finish—all metal construction.
- Automatically dispenses EITHER 5 or 10 NICKELS in the palm of your hand.
- Capacity—thirteen dollars in nickels.
- Floating-mount solid die cast coin slides cannot warp, stick or jam.
- Well balanced design—13" high, 7¼" wide, 5" deep.
- Weighted non-slip base.

JUNIOR CHANGER --- \$17.50

Northwest Sales Co.

3144 ELLIOTT AVENUE SEATTLE 1, WASHINGTON

SEE YOU AT THE SHOW!

BOOTH 29

JACK BERMAN • SID MERENSTEIN

ECONOMY SUPPLY COMPANY

2015 Maryland Ave., Baltimore 13, Md.

Phone: Chesapeake 6612

★★★ OPERATORS SAVE MONEY ★★★

5 BALL, FREE PLAY

Arizona	\$ 99.50	Catalina (Floor Sample)	\$ 99.50
Flat Top	99.50	Grand Canyon	99.50
Stage Door Canteen..	145.00	Surf Queen	150.00
Streamliner	99.50	Zig Zag	39.50
Miami Beach	40.00		
Jungle	39.50	1 BALLS	
Victory Specials (Like New)	\$375.00	Blue Grass	\$ 50.00
		Dark Horse	50.00
		1/3 Deposit, Balance C.O.D.	

MUSIC

Wurlitzer 750E	\$350.00
Seeburg 9800, RC	300.00
Seeburg 8800, RC	300.00
Seeburg 8200, RC	310.00
Seeburg Vogue	250.00
Seeburg 700	325.00
Majors	\$ 30.00
Spot Pool	35.00

KERTMAN SALES CO.

575 CLINTON AVE., NO., ROCHESTER 5, NEW YORK

PHONE: MAIN 2507

Buckley Consoles

TRACK ODDS and PARLAY LONG SHOT

BUCKLEY TRACK ODDS has long been recognized as the only seven coin race horse console that would stand up month after month — year after year — and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

NOW PARLAY LONG SHOT

Is proving to be a profitable companion machine for locations now operating Track Odds.

PARLAY LONG SHOT pays odds of 10-15-20-25-30 to 1 plus Jackpot of 500 to 1. Start today with TRACK ODDS and PARLAY.

Buy Buckley and You Buy the Best!

Distributor for North Carolina and Virginia
VENDING MACHINE COMPANY
FAYETTEVILLE, N. C.

Distributor for Louisiana and Southern Mississippi
CONSOLE DISTRIBUTING CO., INC.
1006 POYDRAS STREET NEW ORLEANS 20, LA.

Distributor for Western Pennsylvania
COIN MACHINE DISTRIBUTING CO.
(EDW. J. STEELE, Gen. Mgr.)
500 N. CRAIG STREET PITTSBURGH, PA.

Distributor for Tennessee, Arkansas, Northern Miss.
H. E. HILL DISTRIBUTING CO.
GREENWOOD, MISSISSIPPI

Distributor for Georgia and South Carolina
SPARKS SPECIALTY COMPANY
SOPERTON, GEORGIA COLUMBIA, S. C.

Distributor for the West Coast
WILLIAM CORCORAN
1157 POST STREET SAN FRANCISCO, CALIF.

Distributor for Maryland-Delaware & District of Columbia
UNION VENDING CO.
6-8 EAST LAFAYETTE AVE. BALTIMORE, MD.

Distributors for Southern Ill, Iowa & Nebraska
ELMER WOLFE
1201 W. MAIN ST. OTTAWA, ILL.
FRANCOIS CICCARALLI
54 LA CANEBRIERE MARSEILLES, FRANCE

ORDER TODAY FOR PROMPT SHIPMENT

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

THE NEW YORK

LIBRARY

1874

1875



EDWARD M. RAVREBY

Visit with Associated during the CMI Show

See the new Mills Phonograph at the Continental Hotel, Chicago.

See Champion's Basketball the outstanding competitive counter game at Booths 184 and 185 at the Sherman Hotel — exclusive distributorships available.

See the new International Mutoscope Photomatic and Voiceograph at the Sherman.

We'll all be there
to greet you.

Associated Amusements, Inc.

846 Commonwealth Ave. Boston 15, Mass.

Telephone LONGwood 8440-1-2-3

Bally Shows New Pepsi-Cola Vender



CHICAGO — The new Pepsi-Cola Beverage Vender of Bally Mfg. Co., this city, will be shown for the first time at the convention, according to CMI's Public Relations Bureau. The dispenser accepts nickel, dime and quarter, vends the drink and makes correct change.

Interest in this change-maker beverage dispenser is expected to be very great at the show.

FOR SALE!

SEEBURG WS-2Z WALL-O-MATICS

SEEBURG WS-10Z BOXES

WILL MAKE YOU SPECIAL PRICE IF YOU
ARE INTERESTED!

ALSO SOME SEEBURG 8800's and 9800's

See Me At

SHERMAN HOTEL

DURING THE COIN MACHINE SHOW

R. M. Sparks

SPARKS SPECIALTY CO.

SOPERTON, GEORGIA

Juke Boxes Being Given Away

PHILADELPHIA, PA. — It's happened. They're giving juke boxes away free of charge in this city.

Operators said that this might happen someday.

Most of the coinmen who listen to

radio station WFIL in this city received the shock of their lives when they heard the announcer on the "Teen-Age Quiz" program announce that juke boxes would be given away as prizes to the lucky boys and girls.

Plans Expansion



GIL KITT

CHICAGO—Gilbert Kitt of Empire Coin Machine Exchange, this city, revealed optimistic plans to expand more than ten times the company's present size. Having recently purchased two buildings conveniently located at 1012-14 Milwaukee Avenue, the firm report they will have 28,000 square feet of space for display, offices and shops.

Empire Coin's new location on one of Chicago's main thoroughfares is said to be less than ten minutes from the "Loop" and also is reported to be easily accessible to all the factories in the city. The buildings are so located as to afford parking facilities on both Milwaukee Avenue and Augusta Boulevard.

SALE!! SALE!!

- 10 Keeney Bonus Super Bells.... 5c
- 5 Keeney Bonus Super Bells....5c-5c
- 5 Keeney Bonus Super Bells5c-10-25c
- 6 Bally Triple Bells5c-5c-25c
- 6 Evans Bangtails and

Gallaping Daminaes

- 10 Bally Draw Bells 5c
- and Many Other Cansales
- 200 Mills and Jennings Slots
- Many New in Cases

Write For Prices

ROTH NOVELTY CO.

54 No. Pennsylvania Ave.
WILKES-BARRE, PA.

(Phone: 3-2853)

FOR SALE

MILLS VEST POCKETS
CHROME

\$49.50

McCALL NOVELTY CO.

3147 Locust St. St. Louis 3, Mo.

(Tel: 1644 - 1645)

K. C. NOVELTY CO. — CLOSEOUTS!

NEW GAMES

Bally Draw Bell	Mills Vest Pockets
Bally De Luxe Draw Bell	A.B.T. Challengers
Bally Triple Bell	Jack Rabbit
Keeney Super Bonus Bell	(Amusematic)
Mills Black Cherrys	United Sea Breeze
Mills Golden Falls	Bally Midget Racer
Groetchen Columbias	Bally Big League
Standard & DeLuxe	Exhibit Fast Ball

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HAS THE PENTHOUSE,
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Nate Gottlieb Celebrates Birthday On Opening Day of Show

CHICAGO — Nat Gottlieb of D. Gottlieb & Company will make the opening day of the CMI a double celebration.

First, the opening of the show brings the new Gottlieb games to the trade and, second — February 3 is Nate Gottlieb's birthday.



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What's News?

MINNEAPOLIS, MINN.—According to The Minneapolis Star, leading newspaper here, sent to us by Don Leary who owns "The Northwest's Most Talked About Record Shop," and who is also one of the leading musicops here, Don told one of the reporters from this newspaper all about the juke boxes. And the headline in the Jan. 10 issue read, "Juke Boxes Great for Kids, Says Expert," which helps everyone in the automatic music industry and which is a real piece of public relations work in itself.

CINCINNATI, O.—The Automatic Phonograph Owners Assn. are planning to give one full day's receipts from their juke boxes to the Sister Elizabeth Kenny Foundation for Infantile Paralysis. This covers all Hamilton County. It should be a nice piece of change for the Sister Kenny Foundation.

LONG ISLAND CITY, N. Y.—The Star-Journal, leading paper here, published an item this past week (Jan. 11) that, "ASCAP, after years of mulling, will finally try to collect royalties from the country's 400,000 juke boxes."

LEWISTON, IDA. — Seven clubs here paid up their annual coin machine licenses amounting to \$3600. This got them a headline in the local Tribune. The money covered the \$50 per annum fee the city imposes on coin operated machines, including slots and pinballs.

NEWARK, N. J.—Talking about a "Rise in Small Business Seen" the Newark Evening News of this city reported that the number of pinball games now in operation here is 828, which is reported to be an increase of 153 over last year, also that there are now 46 operators where formerly there were only 14.

MILWAUKEE, WIS. — The Milwaukee Journal is on another crusade. It wants to get rid of the cigaret machines. In

Look To The GENERAL For LEADERSHIP

REPRESENTING THE NATION'S LEADING MANUFACTURERS
OPERATORS!! JOBBERS!!
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AMUSEMENT ENTERPRISES, INC.

WATCH FOR THE GRAND OPENING OF AMERICA'S MOST BEAUTIFUL COIN MACHINE BUILDING!!

Established 1925

Growing Steadily Ever Since



an editorial this paper wrote, "The very fact that they are installed in places where supervision is lacking makes their use by children easy. The law forbids the sale of tobacco products to children. To prevent sidestepping the law, it is imperative that sale of cigarets thru automatic devices be prohibited."

OLYMPIA, WASH. — According to the Olympian, pinball and slot machines contributed a record take to the state coffers this past September and October. The

amount collected was \$565,632 an increase of \$56,174 over the previous two month period.

SYRACUSE, N. Y.—A new drink dispenser is being produced here by C. C. Bradley & Son, Inc., 423 N. Franklin St. The Bradley automatic beverage dispenser won a complete column of comment in the Post-Standard newspaper here.

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THRU THE COIN CHUTE



CHICAGO CHATTER

Well, it's here at last—the 14th Annual Convention of Coin Machine Industries, Inc. The convention and exhibition that you and I and everyone else, in any fashion whatsoever connected with the coin machine business, has awaited all these long and dreary war years. And, like everyone else, we're a little bit excited—with the excitement working itself up daily—to the point that, when the doors to the exhibit open, we'll all probably be weak in the knees and praying and hoping that the products which the manufacturers will display at this first post-war show will be just what everyone in the trade has so long wanted. Yep, it's thrilling—and, at the same time, it's one of those things that makes the feathers fly about in your stomach—while you wait to hear the comments from the boys and the gals who will be walking along the rows of displays looking over the machines—and thinking things out—to buy or not to buy.

A lot of water has passed under the bridge since the last convention. Remember all those humorous incidents—as well as the serious ones? How the boys used to sit around in the lobby until the dawn broke down on them—talking things over? How they toured from room to room looking for some excitement? How the cops had to keep order at the elevators which were jammed going up and coming down? How the waiters in the Celtic were working extra hours—and, believe you me, enjoying it for they sure do like the way coinmen spend? And remember, too, how someone would suddenly rush a new machine into his booth the third day of the show and everyone would dash to see it after someone passed the word around that so and so was showing something new? And the liquor—whew—what a morning smell to be greeted with? Yep, wonder if it'll be like that this convention, too, with noise and noise and noise and running and laughter and shouting and all the boys and gals having a grand and gorgeous time and everyone happy again?

Can just see Walter Tratsch off in a corner with Lee Jones and Ray Moloney and some of our other old timers all talking things over and picking out this and that . . . Then Georgie Jenkins and Herb Jones whispering things out at those big Bally booths and deciding on this and that . . . Pat Buckley strolling along and looking things over calmly and quietly and smiling all the time . . . Al Douglis of Daval Products greeting his many friends in the biz and telling them about his plans . . . Dick Groetchen gazing out at the crowds as they mill by his booth and sticking out his hand to shake with some Columbia friend as he or she walks by . . . George Sax of Superior around and about and, as per usual, smiling and happily greeting dozens of his friends as they rush up to say "hello" to him . . . David C. Rockola in the big factory and over at the Morrison looking things over and talking with the firm's many followers.

Yep, I wonder if that's the way its going to

be . . . Myer Gensburg of Genco at his booth greeting the firm's fans . . . Sam Wolberg and Sam Gensburg smiling at the boys as they barge down to see Chicago Coin's latest games . . . Harry Williams and Tony Gasparro grinning and greeting and smiling and shaking hands here and there and everywhere . . . Sol, Nate and Dave Gottlieb busier than ever at their booths . . . Dick Hood laughing with some of his friends . . . Gil Kitt . . . Morrie and Eddie Ginsberg . . . Oscar (Shvitzbood) Schultz and Irv Ovitz . . . Leo Lewis . . . Al Stern . . . Ray Bazelon . . . Al Sebring and Harry Salat . . . John Chrest and Percy Smith . . . Gerry Haley . . . and DeWitt (Doc) Eaton of AMI along with John Haddock and Henry Boston of the firm . . . Lyn Durant and Billy DeSelm of United Mfg. Co. . . Jim Mangan . . . Art Weinand of Rock-Ola . . . R. R. (Rudy) Greenbaum of Aireon with Fred Mann, Ben Palastrant, Dan Brennan and dozens of other Aireon men . . . Henry T. Roberts and Clarence Bayne.

Dozens upon dozens of men you haven't been able to see before—all in one spot—and all at your beck and call—names and names and faces and more faces—and hand shakes and hellos and "good to see yous" and all the things that make up a convention, like, "can I buy you a drink?"—or "how about a cupacoffee?"—or "what're ydoin' t'night?"—or "drop around to our suite and get a drink"—or "c'mere I wanna show you somethin' special

I can see that big open house party over at O. D. Jennings & Co. attracting a big number of the coinmen and J. R. Bacon and all the others here saying "hello" to all who will be attending . . . Over at Pace Mfg. Co. there'll be lots of doings, too, with lots of coinmen calling around to hear "what's new"? . . . Joe Beck and his Telequiz machine will be meeting with coinmen from everywhere . . . Frankie Garnet of Automatic Distributing Co. telling all and sundry about AMI's phonos . . . George Dick and Howard Pretzel and the whole bunch from CMAC visiting with everyone and talking things over . . . Leon Berman and Charley Katz and their showing at the Morrison Hotel of their Spotlite game . . . Wico showing 10,000,000 parts for the ops and plenty of attention to their booths . . . Harry Brown and all the boys and gals of American Amuse. meeting with people they haven't seen in many a moon . . . Ben Coven asking the boys to drop in and say "hello" . . . Ted Rubenstein smiling proudly over the many good achievements of his firm . . . Dan Gould getting acquainted with men he sold from all over the nation . . . The boys at P & S greeting the crowds.

All in all—it's still a thrill—to get together with everyone else—and just chew the rag—and listen—and hear—and believe you me—IT'S A GRAND AND GLORIOUS FEELING TO ONCE AGAIN SEE YOU AND YOU AND YOU—AT A CONVENTION!!

THRU THE COIN CHUTE



EASTERN FLASHES

ALL ABOARD — grab those trains, planes, cars, and snow shoes, and let's go. Let's go to the 1st coin machine convention in six long eventful years. There'll be the usual fun; greeting old friends, whom you haven't seen in many years; plenty of new and startling equipment to see; and meetings that will seriously undertake to help you solve your problems. A great many Eastern coinmen will be on the special trains. Frank McAuliffe's New York Central train, leaving New York City Saturday, February 1st, will probably carry the largest group; and the special coin machine train being put together by the Pennsylvania Railroad will start off from New York the same day, and then pick up passengers along the way.

Sunday, January 19 saw two big distributor parties in the East. Joe Ash, Active Amusement Machines Co. opened his new sumptuous offices at 666 North Broad St., Philadelphia, with a party that will linger long in the memory of those who attended. Joe had intended to play host to some 100 coinmen, but before the day was over it was estimated he had about 1,000 visitors. Among those seen were: Sol and Nate Gottlieb, D. Gottlieb & Co., Chicago; Mr. & Mrs. George Ponser, Amusement Enterprises, Inc., N. Y. C.; Irv Blumenfeld and Harry Hoffman, two of the three generals from General Vending Sales Corp., Baltimore, Md.; Mr. & Mrs. Art Nyberg of Calvert Sales Co., Baltimore, Md.; I. H. Rothstein of Banner Specialty Co.; Al Rodstein; J. D. (Si) Lazar, B. D. Lazar Co., Pittsburgh, Pa.; Jack Kauffman, K. C. Novelty Co.; Sol Silverstein, Hub Enterprises, Baltimore, Md.; Ben Hankin; Mr. & Mrs. Max Brown, Philadelphia Coin Machine Exchange; Mr. & Mrs. Bill Gersh, McKim Smith, Atlantic City, N. J.; Frank Engel and Bill Chaitt, Automatic Equipment Co., Mr. & Mrs. Irv Morris, manager of the Newark office of Active; and Martin Blatt of New York.

Hirsh de La Viez, Hirsh Coin Machine Co., Washington, D. C., ran a party for the Washington, D. C. music operators, showing the new Packard Pla-Mor phonograph and equipment. Homer E. Capehart, director of the Board of Packard Manufacturing Co., was on hand to greet the many ops.

Mike Munves, after a great deal of thought, finally made up his mind to take the special New York Central train with the majority of coinmen . . . Barney (Shugy) Sugerman of Runyon Sales Co. and some of his staff will fly, leaving a few days early . . . Jack Mitnick of Runyon, claims he's been in the air more than on the ground for the past few weeks. After his visit to John Bertucci (United Novelty Co.) Biloxi, Miss. to set up the Telomatic system, Jack flew to Texas, then home, then to Upper New York State, then home again. Now he's flying to Chicago for the show . . . Al Price, Lester Paul, J. Breidt and Bill Moore of U-Need-A Vendors, Inc., will be in Chicago before the official opening . . . Dave Lowy would like to fly, but his missus says "no" — so Dave'll be on the train.

Dave Stern, Harry Pearl, Tom Burke and Everette Masterson of Seacoast Distributors (Rock-Ola distribs) have agreed on the name of their recently

purchased airplane — it's "Seacoast Flyer." The winner of the \$25. wasn't named — Dave claiming this matter will be disclosed during the show . . . Like many other exhibitors, Murray Goldberg and Jack Firestone of Firestone Enterprises, Inc., Brooklyn, N. Y., are leaving the city a few days early so they can set up their display . . . The Phonograph Operators Association of Eastern Pennsylvania and New Jersey, under the leadership of its manager, James L. O'Brien, have offered music machines to various police districts where established youth centers are in operation, free of charge. This same program was worked out for Fairmount Park, one of the largest parks in the world. The program was sanctioned by Judge Harry S. McDevitt and John B. Kelly. The association looks for the establishment of a great deal of good will with the public.

As usual, Nat Cohn and Earl Winters of Modern Music Sales Corp., have worked out a great promotion idea for the music ops who will visit their display of the Mills phonograph. All ops will receive a souvenir Vogue record . . . Ed Hartman, Allied Electronics, Inc., manufacturers of complete music systems, will be at the show, but Joe Henkle, his associate, will have to remain in the office to take care of all their biz . . . Al Denver, President of the music operators association, completely recovered from a throat ailment — just in time to accompany the bunch to Chi . . . George Ponser and Irving Kaye, Amusement Enterprises, Inc., leaving early for the show, will have some real surprises at their booth . . . Lee Rubinow, Seeburg distrib. in Miami, and former president of the music operators' association, in town for a few days, and then back home.

Barney Berkens, executive secretary for the Arcade Owners Association for the past year, resigns as of February 1. Berkens has made no plans for the future . . . Davey Friedman, former local op, now operating an arcade in Buffalo, in town, and will join the bunch on the train for Chi . . . Jack Fitzgibbons leaves for Chicago a full week before the show begins, and expects to remain a week after it ends . . . And what would a show be without Charley Aronson and Bill Alberg of Brooklyn Amusement Machine Co. They'll be on the special coin machine train out of Grand Central . . . Jackie Berman, Economy Supply Co., Baltimore, Md., in town for a few days, then on to Chicago . . . Harry Berger, West Side Distributing Co., flying with his wife to Cleveland, where he'll leave her. Then on to the show. On the way back, Harry'll pick his missus up . . . Hymie Rosenberg, H. Rosenberg Co., completing his travels thru the south and southwest before heading for Chicago. Mrs. Rosenberg flying to meet Hymie in Chi . . . Al Bloom, Speedway Products Co., with his blond hair and "Gold" plastic cloth, will light up his booth plenty on the exhibit floor . . . Joe Eisen and Sid Mittleman, who drove to Miami, Fla., will return home before leaving with Phil Mason and Buddy Eisen (Joe Eisen & Sons) for Chicago.

THERE'LL BE PLENTY OF EXCITEMENT AT THE SHOW — DON'T FAIL TO LOOK US UP.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Lots and lots of excitement along Coinrow these days. Everyone is looking forward to that Eastward trip to the icy blasts of the Windy City and all are so excited that there's no doubt few will even know it's really cold or blizzardy when they land. It's very interesting listening to the coinmen as they talk about the forthcoming show. Many are looking forward to this trip with mixed feelings, to put it mildly. Everyone, tho, believes that he or she is going to have a grand time — and that's one consolation for leaving the sunny clime of good ole California for Chicago. Well, anyway, guys and gals, here's most sincerely hoping you'll all get what you are wishing for.

* * *

Had a long and interesting visit with H. A. Brockamp, vice prexy of Pantages Maestro Music, and learned that the firm will have an elaborate display at the show. He reports that they have their plant all set to ship their gorgeous mirror phono cabinets in any quantity — anywhere in the world. And they believe that quantity shipments are going to start right after the music ops at the Show see what they're talking about . . . Lyn Brown, a native Californian, just recently back from the Commonwealth of Pennsylvania, has formed his own distributing firm — Lyn Brown Co. — and will be factory agent for Scientific Machine Corp. of New York. A quick peek at the new game which Lyn has already convinced most of the boys that it will go places out here.

* * *

Bill Happel, Jr. can well be proud of that gorgeous new coin machine building he has. It's considered to be one of the most outstanding in the nation. And Bill's private offices are something to really rave about. Bill threw one big party on January 15 officially opening his new place which attracted hundreds of coinmen from everywhere out here. Everyone who attended was tremendously impressed with this terrific building. A swell buffet was served, and you can believe me, that this added tremendously to the festivities . . . Al Silberman of M. S. Wolf Dist. Co. just returned from a Midwest trip and was much impressed with conditions generally. Al reports the state of Montana to be an operator's paradise. By the way, Bill Wolf is doing a lot of work in preparation for his trip to Chi. He reports that he has lots of deals on the fire and plans on leaving early to complete a few of the deals before the show gets under way.

* * *

Ops continue to tramp into AOLAC for the latest info on the county situation. At this writing, things are still quite critical. We hear that a public hearing is planned on the proposed County Commissioners' plan to outlaw all forms of coin operated equipment. The report is that the hearing is set for February 4. The future of many coinmen is at stake in this present situation. It is also feared that any unfavorable action here will have lots of repercussions elsewhere thruout the entire state . . . This past week was rather quiet along coinrow as far as visitors were concerned. But, we did see: Anton Jeppeson of Maywood; Mr. and Mrs. Bert Polin of San Luis Obispo; Jack Arnold of Barstow; Milton Noriega of Colton; W. H. Shorey of San Bernardino; J. B. Mullenaux of Calexico; Stewart Metz of San Bernardino; Chris Torres of Westmoreland; S. W. Ketcherside of San Bernardino; Alex Koleopules of Bakersfield and Raymond Stewart of Tipton.

* * *

The SCAMOA (Southern Cal. Music Ops Assn.) have just moved into their new offices. Jay Bullock, managing director, informs us that his organization is the

fastest growing of its kind in the country, according to reports he has received. Bullock is hoping for a 100% strong membership within the next few weeks. He also invites assns from all over the nation to communicate with SCAMOA for an exchange of ideas which can be of mutual benefit to all concerned with the automatic music business . . . Visited with Paul and Lucille Laymon — two of the swellest of the swell people in the coin machine business — and found both of them in something of a quandary. Seems that Paul was given notice to move and suddenly the landlord changed his mind and let Paul stay on. This leaves both Paul and Lucille wondering just what it's all about. But, they won't make any definite decision until they return from the Big Show in Chicago.

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Jack Gutshall and a number of the Packard distribs, I hear, are traveling together to the show. Jack is now the champ gin player of Washington Blvd., otherwise known as Coinrow's annex, therefore we look for some heavy action with Jack on that train. By the way, we also hear that Jack has got himself a new salesmanager — but no one, as yet, seems to have his name . . . Many of the local record firms plan to have booths at the show. These include — Exclusive, Aladdin, H.I.R., University and many others. This will give the platter firms an excellent opportunity of meeting with the ops personally and discussing many, many items for their mutual benefit . . . Ray Powers has been delegated to represent the E. T. Mape firm of Los Angeles while the rest of the crew joins Ray in the trip to the convention.

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In a recent trip upstate to the Bay City area discovered that most, if not all, the local distribs and jobbers are planning on being present at the Big Show in Chi. Looks to me like it's safe to state that the Golden State of California will be well (but very well) represented at this first post-war convention. One of the things everyone hears up in the northern metropolis is the worry over what will happen to the boys down in L.A. if the powers that be shut off the games . . . George Ehr Gott, Warren Taylor, Art Bouterious and other members of Mills Sales are getting away a week early for some important confabs with the Mills Industries factory which, of course, will be plenty about the Mills phono . . . Danny Jackson and Sam Donnin of Automatic Games Co. are bidding for some important connections for the distribution of coingames. The boys have made some big strides and are now really getting under way — but good.

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Len Micon reports that he has some important meets slated at the show and hopes to come out of these with something really hot . . . Merle Connell of Quality Pics has a nice booth at the show and hopes to meet with all his distribs who are handling his 16mm film . . . Nels Nelson just keeps right on adding to his staff of mechanics. He has been doing a bang-up job of remodeling and reconditioning used phonos. Nels will also be on the way East with the boys . . . With all the excitement and talk about the forthcoming convention "California Clippings" wishes here and now to apologize to anyone it may have forgotten to mention. We're rushing around to get our reservations all set and to be sure that we'll have some place to lay down our weary head as the wee hours of the dawning pile into the lobby of the Sherman. From what they tell me — it takes a strong man to hold up for those four days and nights of tremendously intense excitement — and so we're going into training in an effort to be in perfect shape for the day when the show opens — and, especially, when it closes and we can relax once again. Happy Show Time!!

THRU THE COIN CHUTE



ST. LOUIS PITTSBURGH

Nickel flow in St. Louis is a source of constant surprise to most of the ops who had pulled in their ears for a January slump. The cash boxes are full at every stop, in most instances hitting a few percentage points above December. "Just one of those things" said veteran musician Jimmy Carmody. "Christmas and New Years were a little quiet, so the folks are out having fun now." . . . All eyes, naturally, are on the CMI show, but in some cases with anxiety. Dale Smith, of Advance Phonograph has been keeping the wires buzzing to find out what happened to a reservation made many moons ago, but now off the Sherman's books. Ed Watzek, who runs California Distributing Company's many enterprises, is another bemoaning lack of space for the big event.

We dropped in on John LaBan to take a look at Automatic Hostess equipment John is currently decrying. John started out in 1940 with one location, and now has 40 of them going at peak. Though Automatic Hostess hasn't spread through the city, John is enthusiastic. He has a string of phonos which give him a one-two punch in acquiring new spots. A few days study shows which machine will pull in which location, and in she goes. Laban and frau will be on hand for the opening gun in Chicago . . . While major domo Ed Randolph, of Ideal Novelty is home sick with an uproar in his stomach, the executive offices of Ideal Novelty Company are being enlarged. Doors aren't big enough to accommodate Carl Trippe bustling about the Ideal front office. So they'll wind up double the old size. Carl plans to exhibit his Ideal Football Game, resurrected from the old arcade equipment of the past, in one booth at the show.

Art Anderson of Waynesville, Mo., was calling on distributors during the week. He reports inability to get sufficient records for his Waynesville routes, and a falling off of play as a result . . . The Missouri Amusement Machine Association has announced a pleasant surprise for the 100 or more ops who will journey Chicagoward. The train special will include a club car with tables, bar, etc., as well as two deluxe chair cars for the group. "We got 'em to pull the club car off an extra-rate train" Lou Morris, prexy, announced, happily. John Gazolo, Star Novelty head, immediately announced that he would earn the fare back from Abe Jeffers at gin rummy or some game closely resembling it.

Mike Cobetto, Taylor Springs, Ill copped a couple of Rockolas during the week past, and rushed home with them. Plenty of big phonograph orders have been placed of late, now that we've reported dozens turned over since October 15 . . . Friends are hoping Frank Schear, St. Louis music op, snaps out of the illness which has kept him in bed for several weeks . . . We hereby extend an invitation to all to pop into the St. Louis open house, in the Sherman, during the Show.

Angelo Cangelier, at American Coin-A-Matic reports that "Open The Door Richard," by Dusty Fletcher, is sweeping their territory like a new broom . . . Angelo must be expecting some sort of an event, he's stocking up on large Havana Cigars . . . Angelo will be along with Sam Strahl at the Convention . . . Sam has a crowd of 24 ops joining in an all Pullman Party, which will represent American Coin-A-Matic in Chicago. Sam says there will be something doing every minute . . . Eddie Steele, of Coin Machine Distributing Co. is in the advance guard descending upon poor little Chicago . . . Eddie will attend the Mills Phonograph unveiling and pre-convention school . . . Eddie says advance notices on the new phono claim it to be a honey . . . Howdy Levine, at Mechanic's Service is sweeping the floor clean of old stock and expects to roll with a new game show room after the show.

Phil Greenberg, of Atlas Novelty Co. says, "marriage is a cinch, compared to the problems confronting a man in the coin biz . . . Phil will greet friends and customers at the Show . . . Lou Popkins, from Pittsburgh Coin Machine Exchange will greet customers, old and new friends at the Sherman Hotel. Lou has seen many of the new games which will be shown at Chicago. He believes the manufacturers are building equipment better than ever and predicts the new games are the best bet the ops ever had. Pittsburgh Coin Machine Exchange plans to remain open, with Meyer Popkins in charge of the office. The firm has added Mike Bond, with a background of years of experience as an outside salesman.

Sam Horovitz — Acme Novelty Co., will hold open house during the show at the Morrison Hotel . . . Lakie Grossman, a pioneer op, was caught in the act buying up machines at Johnny Peters' Pittsburgh Amusement Co. . . . Johnny and wife will descend upon Hotel Sherman for the Show . . . Ben Herman, at Standard Dist. Co., is kept quite busy selling Greek Records . . . Ben's best bet at the moment is "Evil Gal Blues" by Dinah Washington . . . B. D. & J. D. Lazar accompanied by Eddie Goldvarg, will meet their customers and friends at the Hotel Sherman.

Herby Rosenthal of Banner Specialty Co. is quite enthused at op acceptance of United's new games "Rio" . . . Ben Long and Jack Mulligan of Mulligan Dist. Co. will be at the Sherman . . . Ben hints for the purpose of meeting ops and friends . . . Joe McGlenn, the horseman around McGlenn's Dist. Co. will be greeting old op friends and new ones too at the Show . . . Look for Joe around the Sherman.

THRU THE COIN CHUTE



MINNEAPOLIS H O U S T O N

We just heard yesterday that Matt Ingalls of the Mayflower Distributing Company suffered a heart attack Sunday and was rushed to Midway Hospital, St. Paul, Minnesota. Upon checking on it today, we heard that Matt was resting and feeling better. Hope you get well quick, Matt . . . LeRoy Oftedahl, Glenwood, Minnesota, spent a day in Minneapolis visiting a few of the distributors. His first visit in the last four months . . . Mr. and Mrs. Henry Klein of Sioux Falls, South Dakota arrived in Minneapolis Sunday, and after making quick calls on some of the distributors in the Twin Cities, left for home early Monday afternoon.

We haven't seen Mr. H. H. Krueger of Fairfax, Minnesota for quite a long time. We wonder if they are snowed in for the winter . . . Judd Coss-ette has been with the Twin Port Sales Company, Minneapolis for the past two months. Judd is their traveling representative for their territory representing Packard . . . Morris Gillerstein of the Novelty Sales Company, Fargo, North Dakota drove in to Minneapolis last week. He arrived in Minneapolis in time to enjoy some of the spring weather and was very much surprised, as it's been very cold up there in Fargo. The road conditions were very bad until he got to Alexandria, Minnesota, and from then on it was a pleasure . . . E. H. Kromroy of Spring Grove, Minnesota just spent the day calling on a few distributors.

Paul Hayes of Rochester, Minnesota is finding a lot of time to do a lot of ice fishing, since flat tops and other coin device machines are down in his territory . . . Kelly Diedrich, of the Diedrich Supply Company, Chaska, Minnesota was also seen in Minneapolis just for a few hours . . . Louie Schmidt of Owatonna, Minnesota in town just for the day. He still serves the best steak in town . . . Ben Martell and his son of LeSueur, Minnesota also in town just for the day . . . Hy-G Music Company received a card from Jonas Bessler who is enjoying the warmth of Mexico City.

Gordon Moody, former operator at Fergus Falls, Minnesota is now at Brownsville, Texas operating a motel there. Wally Jones of the Hy-G Music Company attended a service school in Chicago, given by the International Mutoscope Corporation . . . Joe Topic and Phil Stang of the Scott Novelty Company, Shakopee, Minnesota, both in town looking the situation over . . . Martin Hagness of Grand Forks, North Dakota dropped down to Minneapolis for a few days calling on distributors . . . Andy Benna of Ironwood, Michigan in town for a couple of days visiting the distributors. Said it was 22 below when he left home and our Minneapolis weather seemed like spring to him.

Houston Coinmen attending the Chicago show include: A. H. Shannon, M. R. James, Coin Machine Sales Co.; Jack Renfro, Sam Ayo, Standard Music Distributors; Jack Prock, General Distributing Co.; Jack McDaniel, Southern Distributing Co.; A. E. Andres, Southwest Amusement Co.; H. W. Daily, South Coast Amusement Co.; Clyde Atkins, Fred McClure, Atkins & McClure Amusement Co.; C. O. Harrington, Harrington Amusement Co.; Fred Troy, Taylor & Steele Music Co.; C. M. Robertson, Automatic Amusement Co.; Bill Siros, Amusement Enterprises; L. R. Gardener, Houston Amusement Co.; Morris Pinto, Big State Amusement Co.; Harold Horton, Horton & Williams Distributors.

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The death of Walter Zaboroski, service man for Parker Amusement Co., was solved when Nolan West, two time ex-convict confessed that he shot when Zaboroski resisted a hijacking attempt. The gist of West's statement was that he had intended to rob R. E. Parker, owner of Parker Amusement Co., and hid in the back of Parker's car for that purpose. Zaboroski instead of Parker got in the car and started home. West proceeded with his plans, regardless, and when Zaboroski made a move to resist, West shot him once through the head.

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Jack McDaniel, with over 20 years experience behind him, now at the helm of Southern Distributing Co., Rock-Ola distributors. He is ably supported by Noble Sills as office manager . . . So much attention being paid to the new A.M.I. phonograph on display at Southwest Amusement Co., that attractive Joyce Evans, secretary of the outfit, is getting sort of jealous . . . Hudson & Martin, a brand new operating firm in nearby town of Trinity, Texas.

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THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

CLASSIFIED AD RATE: \$1.00 PER ISSUE

for all subscribers. Maximum space 5 Lines. All ads over 5 Lines—add 50c per Line.

FREE AD EACH WEEK for all \$48.00 per Year Subscribers, Maximum Space 5 full Lines.

50c per Line for Non-Subscribers, Minimum Ad 2 Lines.

ALL ADS — CASH WITH ORDER

WANT

WANT — Seeburg's Colonels, Classics, Major & Vogue Phonographs. State lowest price in first letter. ED'S MELODY MUSIC SERVICE, 1448 W. 48th St., CHICAGO 9, ILL. Tel: Yards 1414

WANT—Will pay cash. Used games, slots; Original Mills Black Cherry Bells and other models of Mills Escalator Jackpot Bells; New or slightly used Keeney's Bonus Super Bells; Bally Victory Specials; and all latest Postwar model five-ball games; Used Mills Original Chrome cast-iron slot machine cabinet castings and used slot machine safes. State lowest price in first letter. Write us regarding new or used equipment that you are interested in buying. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel.: 4-1100

WANT — Wurlitzer Models 800, 750-E and 750. Machines must be in perfect condition. State quantity and lowest cash price. H. BETTI & SONS, 1706 MANHATTAN AVE., UNION CITY, N. J. Tel: Union 3-8584

WANT — Counter Model Wurlitzer - 71's and 81's. Write or Wire. STARNES MUSIC MACHINE CO., ROUTE 1, BOX 14, HICKORY, N.C. Tel: 1293-J.

WANT — 100,000 used juke box popular records. Will pay 8¢ less freight. Will pick up within 100 miles of N. Y. Write, phone, ship to EMPIRE COIN MACHINE SALES, 799 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel: Bu. 7-7300

WANT — 1946 Used Records, any amount. Must be packed 25 to Box with Jackets. We will pay the highest prices. N. J. STEINKE CO., 18 E. TUPPER ST., BUFFALO 3, N.Y. Tel: Cl. 0065.

WANT — 2 Mills Steel Single Slot Machine Stands which you put weight in bottom and machine is open to public at top. Please quote price and conditions. HUGHES ELECTRIC CO., LADOGA, IND. Tel: 17

WANT — Liberty F.R. \$8.; Cigarette \$5.; Sparks Champion F.R. \$3.; Sparks Mercury, American Eagle and Marvels \$5.; Aces, Imps, Cubs and Daval 21 \$3.; Vest Pockets \$25.; Columbias \$15.; Col. Vest Pockets, Yankees, Wings, Pokereno. Send list and details. ABCO NOVELTY CO., 823 WEST RANDOLPH ST., CHICAGO, ILL. Tel: Hay. 3695

WANT — Keeney Two and Three Way Bonus Super Bells. M.A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT — Wurl. & Seeburg 30 wire Hideaway Units, 20's and 24's; Used Packard Wall Boxes; Packard No. 1000 Out Of This World Speaker; 30-wire Adaptors; Mills & Jennings F. P. Mint Vendors; 1 & 5 Ball F. P. Games; used Genco Whizz; Metal Typers; Scales, etc.; Convertors, 110 DC to 110 AC, 110 V. 25 cycle to 110 V. 60 cycle; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models, Transformers, Gears, Amplifiers, etc. State quantity, condition & price first letter. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT — 2 thoroughly experienced and qualified salesmen to travel N. Y. State, Penn. and New England. Our proposition cannot be beaten. If you are a proven Coin Machine Salesman it will pay you to write or call HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA, N. Y. Tel: 6-386

WANT—All Model Phonographs for Export Trade. Must be in first class running condition, Rock-Ola, Mills, Seeburgs, and Wurlitzers. State quantity and your lowest cash price. Will send certified deposit, balance Sight Draft through our bank. BADGER SALES CO., INC., 1612 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel.: DRexel 4326.

WANT — Used Juke Box records. Top Dollar. Any quantity. We pay Freight. MERVIS TRUCKING CO., 7026 LEXINGTON AVE., CLEVELAND 3, OHIO. Tel: EX. 4777

WANT—All types and models of coin-operated equipment. Send complete list with following information: type, year, condition, quantity, price. AUTOMATIC VENDING MACHINE EXCHANGE, 20 W. JACKSON BLVD., CHICAGO 4, ILL.

WANT — Model 700 and 800 Wurlitzer Phonographs; Massingill Pool Tables. State price and condition in first letter. RALPH ALEXANDER INC., SENECA, S. C.

WANT — Will pay the following prices: \$3. for Imps, Cubs, Aces; \$10. for Pikes Peaks, Totalizers; \$5. for Marvels, Pok-O-Reel, Klix, Wings, Yankees; DuGrenier Model VD \$35.; Model W. \$35.; Model WD \$35. RAKE COIN MACHINE EXCHANGE, 609 SPRING GARDEN ST., PHILA. 23, PA.

WANT — Genco Total Rolls. Must be clean. Give lowest price in first replay. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND, OHIO. Tel: Superior 4600

THE CASH BOX

COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

WANT

WANT - Used Mills Blue Fronts, Brown Fronts, Cherry Bells, Melon Bells, War Eagles or any type Mills escalator machines. We are particularly in need of 10¢ and 25¢ Bell Machines. Quote your lowest price in first letter and if satisfactory we will give shipping instructions by wire. MULLINIX AMUSEMENT CO., 302 W. VICTORY DRIVE, SAVANNAH, GA. Tel: 3-6601

FOR SALE

FOR SALE - 30 - 1946 Victory Specials and 10 - 1946 Super Bonus Bells 5¢ comb., one week old (write); 1946 Goalee \$199.; Club Trophy \$149.50.; Blue Grass \$79.50; Dark Horse \$89.50; 3 Bally Club Bells \$75.; 3 Silver Moons \$69.50; AMI Singing Towers Top Flights \$85. No offers. Wire 1/3 deposit. L. MARTINO, 3633 BEVERLY BLVD., LOS ANGELES 26, CALIF.

FOR SALE - Canadian Operators: 300 selective 30-wire Wall Boxes of all makes from \$12. Duty paid up. Penny proof and guaranteed in every way. Hideaways, speakers, cable, everything for complete installations at low prices. We have what we advertise. 25 cycle specialists. COIN CRAFT CANADA, 441 ABERDEEN AVE., HAMILTON, ONT., CAN. Tel: 2-7667

FOR SALE - No need to look further. Keeney Singles F.P.-P.O. \$189.50; Doubles \$339.50; 4 Wyas 3-5¢ & 25¢ \$339.50; Saratoga F.P.-P.O. 5¢ \$90.; 10¢ \$125.; Paces Reels F.P.-P.O. 5¢ \$100.; 10¢ \$125.; Mills 3 Bells \$500.; 4 Bells 4-5¢ L.H. \$275.; 3/5¢ & 25¢ H.H. \$350.; Big Top F.P. \$100.; Super Tracktime 9 coin \$200.; Wurlitzers from 412 to 950. Plenty of Pin Games; Hi-Hand F.P.-P.O. \$145. All equip. guaranteed A-1 cond. 1/3 down, bal C.O.D. REDWING NOVELTY CO., 7 S. CALIFORNIA ST., STOCKTON, CALIF.

FOR SALE - 1 Wurl. Model 71 Counter \$135.; 1 Wurl. Model 61 Counter \$90.; 1 Seeburg 8800 Hi-Tone, A-1 \$325.; 1 Seeburg Casino, refinished \$250.; 1 Wurl. 500, very clean \$325.; 1 Wurl. 850, very clean \$495.; 1 Goalee, floor sample \$250.; 1 Amusematic Lite League, floor sample \$150. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE - 25 different money making polkas \$10. Send for complete price list of all types of used phonographs at unheard of low prices. Seeburg Factory Distributors. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD. E., SYRACUSE, N. Y. 875 MAIN ST., BUFFALO, N. Y.

FOR SALE - Real Buy: 6 Bangtails and 6 Winterbook, used very little, price right. Phone 6 - 25¢-5¢ comb., 2 - 25¢-10¢ comb., 3 - 5¢-10¢ comb. Pace Twin Reels; 2 - 25¢, 2 - 10¢, 1 - 5¢ Pace Reels; 25¢ and 5¢ Jumbos; 25¢ Keeney Super Bell; 25¢ Saratoga; 2 - 10¢ Silver Moons; 2 Roll-Ems, 2 Galloping Dominos 42 & 38 models; Bakers Pacers, late. COLEMAN NOVELTY CO., 1025 - 5th AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE - 3 Holly Grips \$6. ea.; 1 Northwestern Deluxe Combo. 1¢ & 5¢ \$10.; 1 Columbus, Model A \$4.50; 2 "Your Fortune" lite up, Straight Arcade or Casino \$5. ea.; 1 Bang A Deer with several extra Deer Castings \$37.50 and everything works. THE CHARLES E. SHUTE ENTERPRISES, 132 LAWNWOOD AVE., LONGMEADOW 6, MASS. Tel: 6-6715

FOR SALE - 1 Bandwagon; 1 Jolly; 1 A.B.C. Bowler; 4 Jiggers, new. All machines are in A-1 condition. Going out of Business. Best offers take all. MR. FRANK BROWN, 5949 SEMINOLE, DETROIT 13, MICH.

FOR SALE - Nice appearing, good running Wurlitzer 42-600 \$235.; 500-K with adapter \$325.; 616 \$165.; 412 \$125.; P-12 \$89.; Rock-Ola '39 Deluxe Dial-A-Tone \$345.; Singing Towers 201 & 5 boxes \$245.; Mills Studio \$40. Send deposit. Consider trade for any gaming devices. EDWARDS MUSIC CO., BOX 400, DOUGLAS, WYO.

FOR SALE - 4 Keeney Bowlette \$150. ea., good condition; Rola-Scores \$80.; Model E. Claw Machines \$50.; Keeney Anti-Aircraft guns \$27.50; Kicker & Catcher \$12.50; Exhibit Rotary \$250.; Horoscope Scale \$75. MEYER WOLF, 539 BOARDWALK, ATLANTIC CITY, N. J.

FOR SALE - All in A-1 condition: 3 Bally Rapid Fires \$40. ea.; 1 Evans Ten Strike \$45.; 3 Chicago Coin All Star Hockeys \$75. ea.; 1 Goalee \$225. ATLAS AMUSEMENT CO., INC., 1078 UNION AVE., MEMPHIS, TENN.

FOR SALE - New Packard Speakers, all models; Adapters for Twin 12 Wurlitzers; Single 20 Seeburg; Single 20 Rock-Ola; For all Curved Fronts Seeburg, Request Prices; Special Pedestals to mount Packard or other Wall Boxes, can be used in a hundred different places. Also new Phono Casters that fit all models. Sample Set \$1. COLEMAN NOVELTY CO., 1025 - 5th AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE - Name Your Price. Star Attraction, Majors '41, Victory, Torpedo Patrol, Cross Line, Yanks, Legionnaire, Snappy, Play Ball ABCD Towers, Laura, Paratroops, Silver Spray, Spot-A-Card Production, Idaho, Marines At Play, Santa Fe, Knockout, Sky Blazer, 2 Suspense, Cover Girl, Oklahoma, Girls Ahoy, Midway, 3 Stage Door Canteen, 2 Surf Queens, Showboat, Twin Six, Super Chubbie, Bubbles, 2 Big Hit, Captain Kidd, 2 Big League. Games shipped immediately or check returned within twenty-four hours. O'BRIEN MUSIC CO., 348 THAMES ST., NEWPORT, R. I.

FOR SALE - 2 Score-Barrel skee balls, size 10'6" revolving barrel feature, used very little, just like new \$200. ea. Write ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.



THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE - 40 Slot Machines, late models; 30 Lock Stands; 18 - 1¢ Weighing Scales; 18 Jennings Wire Music Machines; a good Route and Central Station with Turn Table. Also music machines and 1/3 interest in Phonette Co. JACK WEISBERGER, BOX 1167, LAS VEGAS, NEV. Tel: 1732-J

FOR SALE - Bell Products offers following equipment, cleaned, checked and ready to go. Pimlico \$225.; Blue Grass \$125.; Sport Special \$115.; Bally King Pin \$165.; Chicken Sam \$110.; Sky Fighter 185.; Keeney Sub Gun \$85.; Munves Superroll \$225.; Texas Leaguer \$42.50; High Hand \$135.; Jumbo Parade F. P. \$95.; Paces Reels and Saratogas \$75.; Super Bell 5¢ Comb. \$225.; Bally Big Top F. P. \$95.; Chicago Coin Hockey \$165. Also new and reconditioned Five Balls. Write for complete list. BELL PRODUCTS CO., 2000 N. OAKLEY, CHICAGO 47, ILL.

FOR SALE - Want customers to Purchase: Keeney Bonus Super Bells, Singles, Two Way and Three Way; Keeney Two Way 5-10¢ P.O. & F.P. Comb.; Four Way 4-5¢ Four Bells; Three Bells; Jumbo Parades; Big Game. At your own Price. Don't delay. Write Today. TWIN PORT SALES CO., 230 LAKE Ave. So., DULUTH 2, MINN. Tel: Mel. 2888

FOR SALE - 12 Pinball Games. All in perfect condition. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA. 41, PA.

FOR SALE - 30 - 1946 Victory Specials and 10 - 1946 Super Bonus Bells 5¢ comb., one week old (write); 1946 Goalee \$199.; Club Trophy \$149.50.; Blue Grass \$79.50; Dark Horse \$89.50; 3 Bally Club Bells \$75.; 3 Silver Moons \$69.50; AMI Singing Towers Top Flights \$85. No offers. Wire 1/3 deposit. L. MARTINO, 3633 BEVERLY BLVD., LOS ANGELES 26, CALIF.

FOR SALE - Make records last longer. Improve tone of your phonographs. Crystal pick-up conversion kits for Seeburg & Wurlitzers. All models \$4. Specify model. Electric cancel kits for Seeburg \$7.50; Wurlitzer \$8. Complete instructions furnished. Quantity discount. MODERN SPECIALTY CO., 405 N. BROOM ST., MADISON 3, WIS.

FOR SALE - Special Price on Phonette Personal Boxes 5¢, just like new \$24.82; also 17 new Penny Boxes \$25. ea.; location amplifiers for same \$121.50; Solotone combination 5¢ and 10 Boxes, slightly used (write); Location Amplifiers for same (write). 1/3 deposit. METERED MUSIC CO., 1748 TAMARAC ST., DENVER, COLO.

FOR SALE - 10 Panorams - Panoram Peek or Full Screen complete with 1 Roll of Film \$300. ea. or will trade for new 5 Ball Pin Games. Send list of machines you have to trade. AMUSEMENT ARCADE CO., 419 - 9th ST., N.W., WASHINGTON, D. C. Tel: Executive 9537

FOR SALE - 2 Bonus Super Bells, singles & 1 Double (write); 2 Big Hit Multiple 5 Balls \$225. ea. HAWORTH NOVELTY CO., P.O. BOX 358, LAWNSDALE, CALIF.

FOR SALE - Make Offer. 25 Mills Slots, rebuilt in new cabinets. Also Blue Fronts. VALLEY VENDING, 105 BRADDOCK AVE., TURTLE CREEK, PA. Tel: Valley 3705

FOR SALE - Reconditioned Pin Games 5-Balls. Home Run '42, Spot Pool, Silver Skates, Legionnaire, Eagle Squadron \$40. ea.; Big Chief, Marines At Play, Play Ball, 2 Super Chubbies, 2 Metros, All American, Velvet, Sport Parade \$30. ea. INTERSTATE COIN MACHINE CO., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088

FOR SALE - Ten Million parts for coin operated machines. Largest coin machine parts house in the U.S.A. You name it - we have it. WICO CORP. (formerly Harry Marcus Co.). 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: Ri. 73184

FOR SALE - Reconditioned Pin Games & 1-Balls F.P. Victory Special (write); 2 Fortunes \$100. ea.; '41 Derby \$140. Opportunity \$200.; Soft Ball Queen \$175.; Laura \$125.; Grand Canyon \$125.; Flat Top \$100.; Army & Navy \$75.; Four Aces \$75.; Air Circus \$65.; Knockout \$65.; 5-10-20 \$65.; Torpedo Patrol \$50.; West Wind \$50.; Production \$50.; Sunbeam \$50.; Paratroop \$50.; Kismet \$50. INTERSTATE COIN MACHINE CO., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088

FOR SALE - Roll-A-Ball, 9-1/2 ft. Barrel Skee Ball. Mechanically o.k., clean and ready for location. Price \$195. 1/3 deposit, balance C.O.D. HASTINGS DISTRIBUTING CO., 2014 VLIET ST., MILWAUKEE 5, WIS.

FOR SALE - 15 Panorams - From Our Own Route - \$249.50 ea. These machines are in first class condition - Offered for the first time at this low price. Offers accepted for quantity lots. Don't delay. Wire - Write - Phone, as these won't last long. Operate these machines and watch the dimes roll in. MYCO AUTOMATIC SALES CO., 347 S. HIGH ST., COLUMBUS 15, OHIO. Tel: Ma. 1600.

FOR SALE - Reconditioned Consoles & Slots: Bally Sun Ray F.P. \$100.; Bally Club Bell \$175.; Keeney Super Bonus Bell (write); Jenn. Good Luck C.P. \$135.; Silver Moon F.P. \$85.; Bobtail F.P. \$85.; Fast Time F.P. \$75.; Bally Hi Hand F.P. \$130.; Keeney Super Tracktime \$185.; Mills 5¢ Vest Pocket B & G \$55.; 5¢ Blk. Frt. Sp. \$150.; 5¢ Blk. H.L. \$175.; Jenn. 5¢ Victory Chief \$125.; Pace All Star Comet 5¢ \$75.; Columbia \$50.; Caille 5¢ \$55.; Mills 5¢ Gl. Gold Q.T. \$75. INTERSTATE COIN MACHINE CO., 314 LOCUST ST., SPRINGFIELD, MASS. Tel: 3-9088

FOR SALE - We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of \$24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE - Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. \$100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton \$205.; 1 slightly used Surf Queen \$150.; 2 used Flat Tops \$125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE-Make offer on the following machines: 1 Rock-Ola 20 record Imperial; 1 Seeburg 8300 RCES; 2 Wurlitzer Remodel 500-A, victory cabinet; 1 Turf Flash, like new. FRANK SAGER CO., AHMECK, MICH.

FOR SALE - Keeney 4 Way Super Bells (3-5¢/1-25¢) \$350.; Keeney 4 Way Super Bells (4-5¢) \$325.; Mills Three Bells \$525.; Mills Four Bells (4-5¢) \$300. All machines clean as a whistle. 1/3 deposit with order, balance C.O.D. Order Now. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE - Make us an offer on all or part of the following: Just off location - every item complete; 5 - 616 Wurlitzer Plain; 5 Illuminated; 10 Skee Barrel Rolls, 9 ft.-Square Amuse. Co.; 25 - 9 ft. Super Skee Roll-Super Duper; 14 Rapid Fire-Bally; 25 Chicken Sam-Seeburg; 10 Keeney Submarines. NATIONAL NOVELTY CO., 183 MERRICK RD., MERRICK, L. I., N. Y.

FOR SALE-25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3171.

FOR SALE - 2 Undersea Raiders, like new \$200. ea.; 2 Bakers Pacers \$125. ea.; 3 5¢ Keeney Super Bells \$189.50 ea., refinished like new; 4 Jumbo Parades P.O. \$89.50 ea.; 1 - 5¢ Silver Moon F.P. \$79.50; 1 - 5¢ Keeney Pastime \$50.; used 5¢-10¢-25¢ Slots. Write for complete list. ASSOCIATED AMUSEMENTS, INC., 846 COMMONWEALTH AVE., BOSTON, MASS. Tel; LONGwood 8440

FOR SALE - Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE - 9 Seeburg Deluxe 3-wire 5-10-25¢ Select-0-Matics \$29.50 ea.; 7 Seeburg 5¢ 3-wire Select-0-Matics \$24.50 ea.; 14 - 5¢ Seeburg Wall-0-Matics \$28.50 ea. All in good condition. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO 21, MICH.

FOR SALE-Chicago Coin Goalees, clean, A-1 condition and shipped in original crates (write). Terms: 1/3 Deposit, Balance C.O.D. HALL BROS. SALES CO., 1817 - 4th AVE., JASPER, ALA. Tel.: 760.

FOR SALE - 7 Jumbo Parades P.O. \$50. ea.; 5 F.P. \$40. ea.; 7 Paces Reels Comb. F.P. & P.O. \$75. ea.; 2 Scientific Batting Practice \$60. ea.; 2 Chicago Coin Hockey \$75. ea. SUPER COIN MACHINE SERVICE, 418 - 3rd ST., SANTA ROSA, CALIF.

FOR SALE-G.E. Mazda Bulbs, give "tops" all quality service; Lumilines, clear or frosted, 24 to carton, write; Big Bulbs G.E. Mazda, 7½ up to 75 Watt, 120 to carton, write; New, genuine, only reliable G.E. Mazda (#1489) Gun Bulbs. Write for Special Price. ARCADE BULB CO., 56 W. 25th ST., N.Y. 10, N.Y. Tel.: WAtkins 9-7490.

FOR SALE - Used Slots: 6 Pace Comets 5¢ \$59.50 ea.; 2 Pace Deluxe 5¢ DJP \$99.50 ea.; 2 Mills Brown Fronts 5¢ \$89.50 ea.; 1 Mills Brown Front 25¢ \$109.50; 4 Mills '46 Orig. Black Cherry Bells 5¢ \$149.50 ea.; 1 Mills Black Cherry Bell 25¢ \$179.50; 1 Mills Silver Chrome Orig. 25¢ \$149.50; 8 Columbia Bells '46 DJP (write). SILENT SALES SYSTEM, 635 "D" ST. N. W., WASHINGTON, D. C.

FOR SALE - Mills Slots and Jumbo Parts. Write LEWIS COIN MACHINE SERVICE, 3924 W. CHICAGO AVE., CHICAGO 51, ILL. Tel: Belmont 7005

FOR SALE - 15 Seeburg Bronze Wireless Wall-0-Matics. New Tubes. Ready to go. \$5 ea. Exclusive Seeburg Distributors for Minnesota, North Dakota & South Dakota. HY-G MUSIC CO., 1415 SOUTH WASHINGTON, MINNEAPOLIS 4, MINN. Tel; AT. 8587

FOR SALE-Write for complete list of our new and used equipment. It will pay you to compare our prices. MID-STATE CO., 2635 MILWAUKEE AVE., CHICAGO, ILL.

FOR SALE-Revamp Pin Balls: Red Hot \$30.; Marines At Play \$79.; Marvel Baseball \$79.; Oklahoma \$175.; Brazil \$175.; Grand Canyon \$175.; Idaho \$185.; Wagon Wheels \$185.; Streamliner \$175.; Santa Fe \$175.; Exhibit Big Hit \$249. AMERICAN VENDING CO., 810 - 5th ST., MIAMI BEACH, FLA. Tel.: 58-1619.

FOR SALE - Mills Three Bells 5-10-25¢ play \$350.; 7 Buckley Lite Up 24 record chrome boxes, all for \$50.; 14 ft. Wurlitzer Skee Ball alley \$85. crated.; Total Roll \$299.50; Sky Fighter \$60.; Wurlitzer 41 counter \$95. Other Bargains! OLSHEIN DIST. CO., 1102 BROADWAY, ALBANY, N. Y. Tel: 5-0228

FOR SALE - The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE - Genuine Mills Black Cherries, 7 nickels, 3 dimes, 3 quarters with club reels; 1 Brown Front 5¢ with club reel; 1 Victory Derby, very good condition. The Black Cherries are same as new, no scratches. 1 Wurlitzer 700, excellent condition; 1 Motor for 700 Wurlitzer \$30. GROVER C. KING, SMYRNA, DEL, Tel: 4831

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE - Thirty Conductor Color Coded Cable 25¢ per ft. 1/3 deposit with order. GEO. MURDOCK & ASSOCIATES, 1797 UNION ST., SAN FRANCISCO, CALIF.

FOR SALE - Now delivering Chicago Coin "Super Score", the No. 1 Five Ball Game, new 1946 streamliner stand. We are also distributors for "Steelstrong" tubular pop open tubular coin wrappers-the finest coin wrappers that money can buy. For Missouri, Illinois, Indiana, Arkansas, Tennessee, Louisiana, Mississippi and Oklahoma. Send for samples. BAUM DISTRIBUTING CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

FOR SALE - 4 Mills Vest Pocket B.G. \$34.50 ea.; 4 Columbia G.A. Cig Reels \$32.50 ea.; 2 A.B.T. Big Game Hunters \$19.50 ea.; 2 A.B.T. Model F Target \$17.50 ea.; 2 A.B.T. Challengers \$22.50 ea.; 2 Single Grip \$10. ea.; 2 - 1946 Gottlieb 3 Way Grips \$24.50 ea.; 2 Genco Victory \$45. ea. 1/3 dep., bal. C.O.D. OWL DISTRIBUTING CO., 108 E. SYCAMORE ST., INDEPENDENCE, KANSAS. Tel: 531

FOR SALE - Keep 'Em Flying, Dude Ranch, Sluggers, Captain Kidd, Four Roses, Argentine, Ten Spot, 5-10-20, Victorious, Bally Club Bell, 41 Lucky Star, 2 Mills Thrones, Wurl. 616, 2 Chrome Front Mills 3-10 P.O. Slots. Make us an offer. MELODY AMUSEMENT CO., 76 HERBERT ST., FRAMINGHAM, MASS. Tel: 4764.

FOR SALE - Phonographs: Make us an offer on the following Seeburg 8800 RC, Seeburg 9800 RC, Wurlitzer 500-K, Wurlitzer 600-R, Mills Throne and Empress, Rock-Ola Standards. TIMED MUSIC INC., 4816 EUCLID AVE., CLEVELAND 3, OHIO. Tel: Express 7122

FOR SALE-We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLA. AVE., LAKE LAND, FLA.

FOR SALE-Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. \$500. f.o.b. Los Angeles. Add \$25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738 1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE - Small surplus stock of 30 Watt Orange, Green and Pink Lumiline bulbs \$1.25 ea. Your order must be one third each color. H. W. DOLPH DIST. CO., 222 E. 4th ST., TULSA, OKLA.

FOR SALE - 4 Mills Panorams Solovue Peaks \$285. ea.; 3 Muto. Punching Bags (like new) \$80.; 3 Astroscopes \$55. ea.; 1 Chicken Sam \$65.; 2 Muto. Photomatic (late model) \$625. ea.; 1 A.B.T. Six Gun Aromatic Rifle Range, complete and in excellent condition \$825.; 1 Bally Bull \$40. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY, UTAH Tel: Dial 3-5055

FOR SALE - Reconditioned Twin AMI Hideaways in new metal cabinets \$160.; AMI Streamliner, straight nickel \$140.; Singing Towers \$195.; Top Flights \$99.50; Hi Boys \$235. All above equipment in A-1 shape and ready for location. 1/2 cash, bal. C.C.D. E & W DIST. CO., 1642 PAYNE AVE., CLEVELAND 14, OHIO

FOR SALE - This week's special all for \$5.51. 100 - 3 amp. glass fuses \$3.25; 100 - 5 amp. glass fuses \$2.25; 100 - 10 amp. glass fuses 1¢. Total \$5.51. Also complete line of all parts for coin operated machines. This special from Los Angeles branch only. WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: Ri. 73184

FOR SALE - Special Offer! 500 No. Ball Gum (That Bubbles); 100 - 1¢ Deluxe Cabinet Type Model V; 10 - 5¢ Deluxe Cabinet Type Model V. All the above for \$1935. Write PORT HURON, MICH. - P. O. Box No. 625 for details.

FOR SALE-Phonotronic Universal Amplifier, has nine outstanding features at \$59.50; Ace Coin Counter at \$139.50; Coin Wrappers 65¢ per box, 10 boxes or more 60¢ ea., case of 28 boxes 55¢ ea.; Phonograph Casters, Set of 4 \$1.45; Record Carrying Cases \$5.95 and parts for all machines. Write: BADGER NOVELTY CO., 2546 N. 30th ST., MILWAUKEE 10, WIS.

FOR SALE - Best Conversion for Rapid Fire Gun yet. Shoot Kilroy. Make his cigar lite up. Only \$12.50 per. For complete information Write. Buckley Wall Box metal side plates, with bolts. Special. Only \$1. per set. AKRON COIN MACHINE SERVICE, 1252 MOORE ST., AKRON 1, OHIO. Tel: PA. 7331

FOR SALE - Coin operated machine parts, guaranteed satisfaction. Speedy, atomic bombing type delivery - No Waiting. WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: 73184

FOR SALE - Special! Seeburg Envoy ESRC \$395.; Wurlitzer '42 Victory 24 \$350.; Wurlitzer 24 \$295.; Mills Throne of Music \$265. 1/3 deposit with order. BYRON NOVELTY CO., 2045 IRVING PARK, CHICAGO 18, ILL.

FOR SALE-50 Buckley Chrome Boxes, 20 and 24 record \$15. ea.; 50 old style Buckley Boxes \$5. ea.; 6 Seeburg 30 wire Boxes \$7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE - 1 Bakers Racer Chk. Sep., like new (make offer); 1 Mills Original Brown Front 10¢ \$100.; brand new Revolve Around Safe Stands, Immediate Delivery \$225.; Genco Step Ups, brand new (write); '38 Keeney Tracktime \$95. MONROE COIN MACHINE DISTRIBUTORS, INC., 1813 NORTH 13th ST., TOLEDO, OHIO. Tel; Main 6434

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE - 1 Wurlitzer 616 Amplifier, A-1 shape \$30.; 1 Wurlitzer 24 Speaker, A-1 \$20.; 2 Coin Chutes for Wurlitzer 600 (make offer). WANT - Right side glass for Wurlitzer 430 Speaker. GEORGE LIND MUSIC CO., 1710 SO. 58th ST., OMAHA 6, NEBR.

FOR SALE-DuGrenier, Rowe, National and Unedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Unedapak parts. WANT-Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE - 6SC7 Tubes. GEORGE PONSER CO., 11 PIERCE ST., NEWARK, N. J.

FOR SALE - Get our price on a Popcorn Machine for one or more of your best "Spots". Don't you realize there is 75% profit in Popcorn? Get wise. Pay some "kid" two cents a Bag on Sales. The location 30% and keep 5¢ on every Dime. What more need we say. Get our List of equipment. P.K. SALES CO., CAMBRIDGE, 0.

FOR SALE-\$25.00 and up Mills, Jennings, Watling Slots in 5-10-25c A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panoram \$325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: Mitchell 3254.

FOR SALE - 3 Club Trophys with A B C D units \$135. ea.; 1 Club Trophy with A B C D unit and Whirlaway Glass \$145.; 1 '41 Derby with A B C D unit \$150.; 1 '41 Derby with A B C D unit and Thorobred Glass \$160.; 1 Fortune \$125. All seven games for \$850. All games clean and in good mechanical condition. MODERN COIN EXCHANGE, 2492 ROSEMEAD BLVD., RIVERA, CALIF.

FOR SALE - 2 Singing Towers \$125. ea.; 2 Wurlitzer 616 \$110. ea.; 2 Wurlitzer 412 \$75. ea.; 1 Wurlitzer 61 \$90.; 1 Shoot Your Way to Tokio gun \$75. All machines in very good condition. FRANK GUERRINI, BURNHAM, PA.

FOR SALE - 2 Pin Up Girls, 1 Yanks, 1 Air Circus, 1 Gobs, 1 Bombardier (Genco) \$45. ea.; The lot \$250. 1 Hollywood, 2 Yankee Doodle, 1 Five-Ten-Twenty \$75. ea.; The lot \$250. Wurlitzer 61 \$100.; Wurlitzer 71 \$175. CAPITOL MUSIC CO., 169 - 3rd AVE., NO., NASHVILLE 3, TENN.

FOR SALE - New 30 Wire Alpha Cable \$275. Spool 1000 ft.; Maple Skeeballs 3-1/8" 52¢ ea., \$50. per 100; 2-3/4" 48¢ ea., \$46. per 100; 2-1/2" 48¢ ea., \$46. per 100; 2-1/4" 45¢ ea., \$43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

FOR SALE - Bally Hi Hand Comb. F.P. & P.O. \$125. ea.; Chicoin Roll-A-Scores \$100. ea. Guaranteed appearance and mechanism. PARAMOUNT DISTRIBUTORS, 546 MAIN ST., BEACON, N. Y. Tel: 900.

FOR SALE - 30 - 1946 Victory Specials and 10 - 1946 Super Bonus Bells 5¢ comb., one week old (write); 1946 Goalee \$199.; Club Trophy \$149.50.; Blue Grass \$79.50; Dark Horse \$89.50; 3 Bally Club Bells \$75.; 3 Silver Moons \$69.50; AMI Singing Towers Top Flights \$85. No offers. Wire 1/3 deposit. L. MARTINO, 3633 BEVERLY BLVD., LOS ANGELES 26, CALIF.

FOR SALE - Parts - Parts and More Parts and supplies for coin operated machines. Complete line of Phonograph Plastics. WICO CORP. (formerly Harry Marcus Co.), 1328 W. PICO BLVD., LOS ANGELES 15, CALIF. Tel: Ri.; 73184

FOR SALE - Total Rolls. Here They Are, Fellows. A few more of those guaranteed perfect, like new Total Rolls \$300. ea. PARAMOUNT DISTRIBUTORS, 546 MAIN ST., BEACON, N. Y. Tel. 900.

FOR SALE - 25 Mills Blue Fronts and Brown Fronts, 5¢ denominations, clean and in working order. Special! \$85. ea. including crating. 1/3 deposit, bal. C.O.D. SEATTLE COIN MACHINE CO., 3225 WESTERN AVE., SEATTLE 99, WASH.

FOR SALE - Bosco \$75.; Bubbles \$159.50; Canteen \$200.; Cover Girl \$149.50; Fox Hunt \$42.50; G.I. Joe \$47.; Gun Club \$79.50; Hi Dive \$69.50; Home Run '42 \$89.50; Horoscope \$69.50; Knock Out \$129.; Paradise \$45.; Play Ball \$99.50; Reserve \$24.50; Snappy '41 \$69.50; Spot A Card \$72.50; Frisco \$219.; Victory \$80.; Surf Queen \$175. HUTZLER VENDING MACHINE CO., MARTINSBURG, W. VA.

FOR SALE-Wurlitzer 700 \$650.; 750E \$675.; 850 \$700.; 950 \$725.; 61 Counter Model \$150.; Rock-Ola DeLuxe \$400. All reconditioned, ready for location. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 1, KY. Tel.: WABash 1501.

FOR SALE - Sea Breeze, Super Score, Midget Racer, Spellbound, Big League, Amber, Fast Ball (Write for Prices); Frisco, new \$195.; Streamliner \$175.; Yankee Doodle \$110.; Laura \$195.; Hi Hats \$45.; Goofy Golf \$65.; Record Time \$125.; Big Chief \$35.; Sink the Japs \$30.; Gun Club \$35.; Argentine \$45.; Defense \$25.; Ten Spot \$25.; Flat Top \$165.; Lite A Line \$20.; Collection Books \$5.25 per 100; New Speakers and Wall Boxes; new and used Phonographs. Write for Prices. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER, N. Y. Tel: Main 5973.

FOR SALE - 82 Solotone Boxes, like new (write); Mills Jumbo Parades, Free Play \$65. ea., A-1 shape; Good, used records \$10. a hundred. GILLES AMUSEMENT CO., 725 MAIN ST., OSAGE, IOWA.

FOR SALE - In perfect condition. 1 Capt. Kidd \$40.; 1 Marines At Play \$40.; 1 Marvel's Baseball \$40.; 3 Genco Playball \$175. ea.; 1 Chicken Sam \$60. (Shoot The Jap convert-; 1 School Days \$40.; 1 Frisco \$175. 1/2 dep., bal. C.O.D. FIX & SCHMID, CLAVERACK, N. Y.

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE - 3 Air Raiders \$110. ea.; 3 Texas Leaguers \$39.50 ea.; 4 Exhibit Card Venders \$32.50 ea.; 2 Chicoin Hockey \$119.50 ea.; 5 Super Skee Roll 9 ft. \$179.50 ea.; 1 Sky Fighter \$150.; 2 Panoram Peek \$289.50 ea.; 2 Panoram \$289.50 ea.; 1 Shoot Your Way to Tokyo \$89.50. MARCUS KLEIN, 577 - 10th AVE., NEW YORK, N. Y.

FOR SALE - A large quantity of Mills Slot Parts. Mills Parts Bought and Sold. All Parts guaranteed or your Money Back. Five Mills Q.T. Safety Stands with Bell Locks. Three Mills Q.T. Folding Stands. Three Double Revolv-around and Three Single Revolv-around Stands. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA.

FOR SALE - Stage Door Canteen \$150.; Laura \$135.; Grand Canyon \$100.; Gott. Liberty \$100.; Super Triangle (write); Goalee \$250.; Tally Roll (write); 14 ft. Genco Bankrolls \$195.; Undersea Raider \$150.; Lite League \$150.; Chicoin Hockey \$100.; Muto. Pokerino \$40. WANT - Will pay \$250. for good used Total Rolls. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY, N. Y.

FOR SALE - 200 F.P. Games. Arcade: Bally's Rapid Fire, Convoy, Defender, Chicoin Hockey, Muto. Skyfighter, Scientific Batting Practice. Counter Games: American Eagles, Yankee (new) Daval G. Vender, D. Heads or Tails, Ginger Cig Keeney Spinner, K. Selectem (new) Phono. Wurl. 41 & 61 Counter. NOBRO NOVELTY, 369 ELLIS ST., SAN FRANCISCO, CALIF.

FOR SALE - 2 Rock-Ola 20's, Packard Adapters, steel cabinets \$175. ea.; 1 Wurlitzer 24, Wurlitzer Adapter & Stepper, steel cabinet \$185.; 1 - 7 Up, 1 New Champ, 1 Shangri-la; 1 Genco Defense; 1 '41 Majors \$250. for the lot; 1 Nat'l. Cig. Machine 7-50 regular \$65. OSBORN DISTRIBUTING CO., 1104 UNION AVE, MEMPHIS, TENN.

FOR SALE - Some New Orleans Novelty Co. Specials! Suspenses \$140. ea.; Big Leagues \$140. ea.; Surf Queens \$130. ea.; Fast Balls \$135. ea. All Games look like new and are ready for location. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: RA 7904.

FOR SALE - 35 No. 1503 Rock-Ola Wall Boxes \$5. ea.; 10 - 5-10-25¢ Rock-Ola Bar Boxes \$12.50 ea.; 5-10 25¢ Rock-Ola Wall Boxes \$15. ea.; No. 1504 Rock-Ola Bar Box \$7.50; 10¢ Mills Extra Bells \$125.; 10¢ Mills Chrome \$150. RIO GRANDE MUSIC & SALES CO., 402 NORTH WATER ST., LAS CRUCES, NEW MEXICO

FOR SALE - Make An Offer. 10 Bally Club Bells F.P. & P.O.; 5 Bally High Hands F.P. & P.O.; 1 Big Game F.P.; 1 Big Game P.O.; 1 Sun Ray; 2 Super Bells. All machines just in from location - good, clean pieces. Also quite an assortment of used music and Seeburg Wall Boxes. Write for your needs. O'BRIEN MUSIC CO., 348 THAMES ST., NEWPORT, R. I.

FOR SALE - 4 Seeburg 9800 R.C., very clean \$395. ea.; 1 Wurl. 850 \$525.; 1 Wurl. 61 & stand \$115.; Wurl. 500-A \$350.; 3 Wurl. 600-R \$225. ea.; 1 Wurl. 616 \$119.; 1 Wurl. 412 \$79.; 1 Wurl. 71 & stand \$120.; 1 Rock-Ola Windsor \$135.; 1 Seeburg Classic \$250. MONROE COIN MACHINE DISTRIBUTORS, 2323 CHESTER AVE., CLEVELAND, OHIO. Tel: Superior 4600

FOR SALE - 150 Cigarette Machines on location in a southern city averaging 500 packs per machine per month and vending for a silver quarter. Sale price of cigarettes 22¢. Gross operating profit approximately \$1600. per month. ED BROWN, 2508 MCKINNEY AVE., DALLAS 4, TEXAS

MISCELLANEOUS

NOTICE - Music Ops! Here is a Convenience for You . . . Our Service needs no introduction, but to simplify your shipping problems, we have available, Self Addressed Shipping Containers; it will take you just one minute to pack and ship your Used Needles to us for Re-Sharpening. Drop a Card and we'll send them. RE-SHARP NEEDLE SERVICE, P. O. BOX 770, FORT DODGE, IOWA.

NOTICE - Operators in Northern Ohio. We are distributors for J. H. Keeney & Co. Immediate delivery on Super Bonus Bells. MONROE COIN MACHINE DISTRIBUTORS, 1813 NORTH 13th ST., TOLEDO, OHIO Tel: MA. 6434

NOTICE - Our business is Bowling Games. Bang A Fitty, the game of today and years to come is our own creation. Write for Information. EDELMAN AMUSEMENT DEVICES, 2459 GRAND RIVER, DETROIT, MICH. Tel: Ra. 8547

NOTICE-Parts and Supplies. Radio Tubes for The Coin Machine Trade. 70L7GT will soon be available. Write for our twice monthly inventory release. W. R. BURTT, "The Coin Tube Man" 442 N. SENECA, WICHITA 12, KANS.

NOTICE-We are organized for the best interest of the Coin Machine Operators of Los Angeles County. We will welcome any correspondence from any association in the country. ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC., 1351 W. WASHINGTON BLVD., LOS ANGELES 7, CALIF.

NOTICE-We have something new on the way - if interested write us and we'll tell you all about it. MARVEL MANUFACTURING CO., 2845 FULLERTON AVE., CHICAGO 47, ILL.

NOTICE-"A" Day has arrived in Wisconsin and all the coin machine activity is concentrated right here in Milwaukee because AIREON . . . the ELECTRONIC phonograph is NOW ON DISPLAY at KLEIN DISTRIBUTING CO., 2606 W. FOND DU LAC AVE., MILWAUKEE 6, WISC.

THE CASH BOX**CLASSIFIED ADVERTISING SECTION****COIN MACHINE
MART****MISCELLANEOUS**

NOTICE — We carry a complete line of all the latest equipment of all the leading manufacturers — plus an extensive selection of guaranteed reconditioned equipment of all types. Special!! undated glasses for Track Times. Wire, phone, write. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

PASS THIS SUBSCRIPTION ON TO A FRIEND!!**“THE CASH BOX”***“The Confidential Weekly of The Coin Machine Industry”***381 FOURTH AVENUE, NEW YORK 16, N. Y.**

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